

The NATIONAL UNDERWRITER

Life Insurance Edition

ALL THINGS HUMAN CHANGE . . .



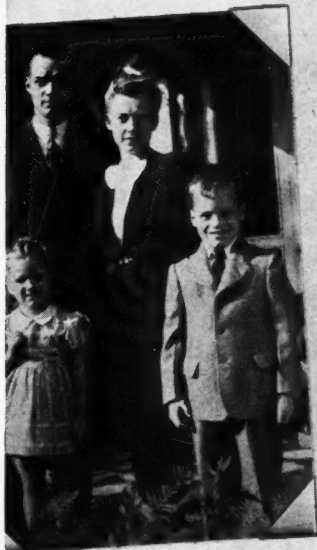
1936



1940



1944



1946

Snapshots tell our story

They might have been clipped from anybody's album, these candid pictures that tell the story of life's changes . . . a growing boy . . . an enlarging family . . . an advancing businessman.

But it's the pictures that *aren't* there that do the selling. For, as in any album, the blank spaces ask the questions—will the boy go to college? . . . is the family well protected? . . . can the businessman retire? . . . *is the life insurance up-to-date?*

Regularly, in 7½ million copies of the Saturday Evening Post, Time, Newsweek, Parents' Magazine, and 40 college alumni publications, this "snapshot" series is dramatizing life insurance problems and introducing New England Mutual Career Underwriters as the "experts" who know the answers.

If this were your family, you'd know what you want to see in future photographs. But will you?

Have the children's education and mother's needs been provided for—just in case you step out of the picture? Or, even if you live long past your span—will you be free from financial worry?

Perhaps you're all set—no matter what happens. But remember, *all things human change*. The perfect insurance program of a year ago may not fit your needs now. Wouldn't it be a good idea to check up on your policies with your New England Mutual Career Underwriter, *today?*

mission to the policyowner to change his family situation changes. This change provision is worked out on a cost basis, calling for the difference in reserves only.

New England Mutual
Life Insurance Company of Boston

George Willard Smith, President
The First Mutual Life Insurance Company Chartered in America—1835

Agencies in Principal Cities Coast to Coast

FRIDAY, MAY 2, 1947



GET THE PROSPECT'S POINT OF VIEW!

By Eber M. Spence, General Agent in Indianapolis

There is nothing like letting the other fellow talk, especially in our business. By doing so, you readily find out what he needs from *his* point of view.

The prospect who says "No" is really a counter-part of the prospect saying "Yes." If we can get that firmly fixed in our minds, our problems will be much simpler. As we check against our own reactions, I am sure we will discover that we have always made *our* decisions that way. Therefore, when our prospects say "No" to us, it is not a personal insult.

It does not mean that they are not interested; they simply have to say "No" several times before they can say "Yes." When we get that reaction, we must recognize that we have a normal prospect functioning in a normal way.

Not so long ago one of my prospects, who later turned out to be a

very fine client, made this statement: "Can't I get it through your thick skull that I do not want any life insurance!" He certainly was saying "No" to me in a very emphatic way.

However, I couldn't take that as a personal insult. He was just a normal prospect, reacting the way that he should—a man 57 years old who had never owned life insurance. For him to buy \$100,000 of insurance was a new idea, and not one that he was too crazy about. He was fighting the *idea*, not me personally. Within a reason-

ably short period of time we became good friends, and whether he still thinks my skull is thick I don't know. It really makes little difference, because the important thing is that he has the insurance in force.

If we get the other fellow's point of view, and don't get scared of a "No" occasionally, we have a great opportunity ahead in 1947.



Sales Ideas From "Provident Notes"

published by

PROVIDENT MUTUAL LIFE INSURANCE COMPANY of PHILADELPHIA, PA.

A.L.C. Holds Regional Parley at Indianapolis

Investment Questions and Guertin Law Matters Occupy Spotlight

INDIANAPOLIS — More than 110 executives of 46 companies from 15 states and two provinces of Canada gathered here Monday and Tuesday, for the first regional meeting of American Life Convention in 1947. A second such meeting will be held at Denver, May 4 and 5.

The sessions were all of the round table type with no formal program arranged. Presiding was Dwight L. Clarke, A.L.C. president, and president Occidental Life.

Investment problems and questions involved in complying with Guertin legislation were uppermost. Specific problems on the latter score were taken up at a special session for actuaries and others Tuesday morning.

Firmer Interest Trend

In the discussions on investments it was brought out that there appears to have been a firmer trend in the interest rate situation during the past several months, although preliminary review of the figures of a limited number of companies indicated that earnings in 1946 were fractionally lower than 1945. It was noted, also, that there has been a widening spread between securities of different classes, tending to recognize even slight variations in the degree of risk assumed. It was reported that there is today more opportunity to be selective in the mortgage loan field than for the past several years.

There was discussion of International Bank for Reconstruction & Development, of new investment laws and the types of investments contemplated under them, particularly preferred stocks; and of housing developments and the experience of companies in that field.

Other matters discussed included institutional activities and interests, supervision and regulation, taxation, legislation, and a number of general management problems, such as cost studies, the trend of public buying.

Hoosiers Entertain

The Indianapolis companies entertained at cocktails and dinner Tuesday, at which Gov. Gates was a speaker. E. Kirk McKinney, president Jefferson National, and president Indiana Assn. of Legal Reserve Life Insurance Companies, introduced the toastmaster, Robert A. Adams, general counsel American United.

Ladies were entertained by a tour followed by dinner and a theater party. Arrangements for the meeting and the dinner were made by Robert E. Sweeney, president State Life, Mr. McKinney and Wendell P. Coler, actuary American United.

Guests besides Gov. Gates, included Commissioner Pearson, Superintendent Shield of Ohio, John Cramer, deputy Indiana commissioner, and Walter Robinson, deputy Ohio superintendent of insurance.

Among the suggested topics for discussion were:

What is attitude of companies toward

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Important Ideas Advanced at Chicago Sales Congress

Important objectives are being sought by N.A.L.U., P. B. Hobbs, Chicago agency manager Equitable Society, national president, declared in the Chicago association sales congress. There is the effort to set a terminal date to the government's sale in peace time of N.S.L. to drafttees and enlistees. Another legislative effort is the N.A.L.U. model agents qualification bill, passage of which is being sought in many states, and then there is the group definition bill, which is designed to end the threat of wholesale selling of life insurance and save the insurance on individuals' lives for the individual agents. There is no objection to bona fide group insurance, but only to improper grouping of individuals through one scheme or another.

Many National Activities

It was Mr. Hobbs' first talk before the Chicago association in that post. He explained what N.A.L.U. is trying to do, telling of its activities in the fields of education, legislation and welfare. Mr. Hobbs urged his audience to subscribe to one of the better trade papers, which he said will generate and regenerate enthusiasm for the business as well as educate the reader broadly in his profession. The life insurance trade press, he said, is the best trade press in the country.

He inveighed against savings bank life insurance, noting that he saw a placard in N. Y. subways advertising such coverage and stating "No Agent Will Call." Mr. Hobbs said N.A.L.U. believes in these critical days, with high taxes, great investment difficulties, etc., the personal services of a skilled life agent are absolutely indispensable to a man in protecting his estate, and N.A.L.U. will fight on that line. He also declared the government should not offer N.S.L. to the peace-time army of young people under national military training. The N.A.L.U. has prepared a brief to relieve the alleged discrimination against life insurance, in that at present it is the only property of which a man cannot completely divest himself under the incidents of ownership if he continues to pay the premium. A terminal date for N.S.L. should be set, Mr. Hobbs argued, beyond which no new policies would be issued. N.S.L. is made possible by the taxpayers. It is a proper vehicle in time of war but the government does not belong in the life insurance business in peace time.

Trosper Reminisces

H. P. Trosper, New York Life, Detroit, president Detroit Life Insurance & Trust Council, gave a talk on "The Fifth Dimension in Selling," a homely reminiscence of his early life as a cowpuncher in Oklahoma and a book salesman, as illustrating life insurance selling points. His first sale was for a stall and feed for his horse; the second, room in the barn and meals for himself, and the third to a banker's wife—the center of influence in the community.

"See a thing clearly and then tell it plainly," he advised. Mr. Trosper does not believe in new-fangled techniques of graphs and charts. The presentation has to be simple. The new agent after two weeks knows more about life insurance than the average prospect. "A university education is not needed to sell life insurance," he said, "nor the C.L.U." He said whenever he lost a sale he blamed himself, not the customer. If the prospect's attention wanders or he seems not to understand, Mr. Trosper stops his talk and asks, "Are you getting this? I realize it may be as for-

eign and strange to you as your business probably is to me. This is so vitally important that I want you thoroughly to understand what I am saying."

He told anecdotes of his book agent era to show that in all selling, including life insurance, it is necessary to show the prospect he needs the product offered—first, that there are problems or situations to be solved; second, that the product will do this.

Hartshorn's Philosophy

Wilbur W. Hartshorn, superintendent of agencies Metropolitan Life, spoke on

"The Philosophy Behind the Sales Interview." The man who peddles policies, he said, brings that philosophy to the business. The man who sells the ideas of protection brings the philosophy behind the business. "Is there any value in comporting ourselves as business men?" he asked, and said he thought there was. In the C.L.U.-American College there was contemplated business subjects; wills, trusts, estate programming, etc. "The person who thinks he can come into this business and not make an investment is sadly mistaken. Everyone who comes into it must make an investment. He must be a lifelong student of the business. Specialization is an urgent necessity. Though the agent may start as a general practitioner, he eventually will get around to specializing."

"The sales process is helping the prospect to see his problem, and then to apply the solution. The time has come to sell people; to sell the benefit of what the policy does."

Mr. Hartshorn expressed himself strongly opposed to the "47-page presentations." "Don't let the facts fool you about life insurance," he said. "Don't be afraid to appeal to your prospect's emotions. It is the basis on which he buys. Never write business on impulse. Because if written on impulse, it will be lapsed on impulse."

He feels that an agent who cannot hold his old policyholders' business and confidence is in a bad way. Like any good business man, the agent must analyze his market.

The new state association officers were introduced, headed by Earl M. Schwemm, Chicago manager Great-West Life. Clarence E. Smith, Northwestern Mutual, general congress chairman, presided in the morning and Milton E. Ladish, Business Men's Assurance, in the afternoon. A feature was a tea for Lillian L. Joseph, New York City agent of Home Life, N. Y., held following the congress, in which she was a speaker.

SOME BASIC TRUTHS

Today's market for life insurance is to be found where it always has been, in the ranks of ordinary, home-loving men and women who believe in independence and freedom of action, Bert A. Hedges, B.M.A. manager at Wichita, declared. Agents should not go "high-brow" to the extent that they forget this basic truth.

"Let's remember," he said, "that

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State Cash Sickness Plans Aired for Agents

Cal., N. J., R. I. Situations Scanned at N.A.I.A. Gathering

Valuable ideas in the realm of state cash sickness plans with special reference to situations in California, Rhode Island and New Jersey, were given at a luncheon session at Oklahoma City during the mid-year convention of National Assn. of Insurance Agents. John C. Conklin of Hackensack, N. J., presided; George W. Kemper, A. & H. manager of Fireman's Fund Indemnity, outlined the California situation, and Carleton Fisher of Providence gave an insight into the Rhode Island problem.

Mr. Conklin had just received news that the Brescher bill, providing cash sickness benefits similar to the California pattern, lost out in the closing hours of the New Jersey legislature. The New Jersey insurance interests combined their influence and engaged in a lot of hard work to "lick" the scheme, he said.

The implications of cash sickness plans, he declared, are such that they could pave the way for monopolistic workmen's compensation state funds.

To Increase the Benefits

Mr. Kemper reported that in California all interests have agreed on a legislative proposal to increase the benefits from \$20 to \$25 a week. Also a plan for taking care of what he called the "net extended liability" has been determined upon. This is the problem of payments to those that are taken sick after they leave employment but are still entitled to payments. Uncertainties on this score have prevented the casualty companies, as a whole, from going into the field, he said. Under the new setup, the net extended liability would be paid by the state from the interest on the state disability fund. If this interest factor should prove insufficient the difference would be made up by an assessment of .02% on employers' contributions.

Because of the fact that a private plan must provide benefits that are more generous than those of the state fund, a confused competitive situation has developed, he said. For instance, some of the private plans provide \$20 a week, some \$28, some \$30. The employees in different concerns, all of whom pay the same premium become dissatisfied when they learn about the difference in benefits. Labor organizations are insisting that they must approve any policy form that is issued. Insurance producers are confused, Mr. Kemper stated.

Private Plans Gain

Nevertheless, the private plans are gaining much headway. It was originally estimated that by the end of 1947, private voluntary plans would be covering 25% of the workers. At April 15 there were 6,151 approved voluntary plans covering 468,000 employees or 20% of the total. The voluntary idea is gaining ground more rapidly than was expected.

The percentage of covered females is less than was expected. The estimate was 35%, whereas in voluntary plans the ratio is 20% and in the state fund

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Life Insurance Personnel at New High of 297,700

**Increase in 1946 Is 36,500,
Or 14%; Men Show
Biggest Gain**

The number of persons employed full time in the life insurance business increased 36,500, or 14% last year to a new high of 297,700, according to an estimate of the Life Insurance Agency Management Assn.

The greater part of the increase was in the agency forces, which numbered 170,500 at the start of this year, up nearly 20,000, or 13%. This gain in sales and service personnel was reflected in the 1946 sales of new business, which were 51% greater than in 1945. Home office personnel increased nearly 14,000 to a total of 94,400. Branch office and agency clerical personnel increased nearly 3,000 to 32,800 at Dec. 31.

Men Showed Greatest Gain

Because a large part of last year's increase was the result of continued return of service men to pre-war posts, the number of male workers increased at a greater rate than the number of women employees. The male work force increased 28,400 to 201,800 at year-end, while the number of women rose 8,100 to 95,900. The increase was 16% in the case of men and 9% for the women.

Increased employment of women was largely in the home and branch offices, an actual decrease of nearly 1,900 being recorded in the number of women in the total agency sales and service forces. This was due to the sharp reduction in the number of women industrial agents, a large number of whom had been holding down the business of their husbands during the war. A year ago, there were 4,400 women industrial agents and on Jan. 1, there were 2,000. At the same time, the women agents in the ordinary side increased from 2,800 a year ago to 3,300 the first of this year.

Total full time employment in life insurance, based on figures of companies doing 83% of total U. S. business, is estimated by L.I.A.M.A. as follows:

	Jan. 1, 1946	Jan. 1, 1947
Home office		
Men	26,700	32,700
Women	53,800	61,700
Total	80,500	94,400
Agency cashiers and clerks		
Men	3,200	3,900
Women	26,800	28,900
Total	30,000	32,800
Agents and agency managers		
Men	143,500	165,200
Women	7,200	5,300
Total	150,700	170,500
Total:		
Men	173,400	201,800
Women	87,800	95,900
Total	261,200	297,700

New Amendment of Crossover Bill Has Insurance Backing

WASHINGTON—Rep. Howell and Senator Hawkes have introduced a bill to amend the railroad unemployment insurance act, which the former says has the support of insurance and railroad interests. He says further it is supposed to be taken up by the House interstate and foreign commerce committee following aviation legislation.

The new bill contains a sliding scale amendment pertaining to contributions of employers and employees to the railroad unemployment insurance account fund administered by the railroad retirement board. Howell says the fund contains \$900 million and is increasing by \$150 million a year, which is unnecessary. Rates of contribution to this fund provided in the bill range from

.50% if the fund contains \$350 million or more to 3% if the fund contains less than \$150 million.

The new bill also eliminates provisions concerning maternity and sickness insurance. Mr. Howell's other bill, HR 2310, backed by Russell Matthias and certain other insurance interests, would limit sickness and accident recoveries to occupational hazards.

Unlimited Bank Policies Opposed in Connecticut

HARTFORD—William H. Dallas, vice-president of Aetna Life, who is chairman of the house insurance committee in Connecticut's general assembly, in the latter capacity questioned the advisability of permitting savings banks to issue group life insurance policies of unlimited value.

Such a practice, he contended while presiding at a public hearing held by his committee, conflicted with the original conception that the savings bank life insurance system was to serve the small wage earner. He voiced his views on the matter while questioning a witness about a bill that would permit the holder of a group life insurance policy to convert it for its full amount upon termination of his employment.

Under the present law, there is no limit to the value of such a policy, but an insured can convert it on leaving his job only to a \$3,000 limit in individual policies.

There was no opposition to the full conversion proposal, but Mr. Dallas hinted strongly that should the committee approve the measure, it would at the same time be inclined to set a limit on the policy value.

Suggests a \$10,000 Limit

Asked by Chairman Dallas what he thought would be a suitable limit, Walter E. Rapp, general manager of the Savings Bank Life Insurance Fund, said he believed that no statutory limit should be fixed. Instead, he said, the question of limit should be left for fund trustees to decide on the basis of "sound underwriting practices."

Pressed by Mr. Dallas for a more specific answer, Mr. Rapp finally said he would suggest a \$10,000 limit. In a prepared statement filed with the committee Mr. Rapp expressed himself as follows with regard to the full conversion proposal:

"We do not believe that the general assembly, in passing legislation that permitted savings banks to issue group insurance unrestricted in amount, intended that employees insured under such policies should be denied the same conversion privileges that are available and in fact required in group policies written by all other insurers in the state.

"The proposed revision will correct the existing inequity and will enable savings banks writing life insurance to conform their group policies with the established principle that persons shall have the right to convert the full amount of their group insurance without medical examination."

Mr. Rapp was joined in supporting the bill by Commissioner Allyn and spokesmen for the savings banks, the state CIO, the state bank department and Connecticut General Life.

N. J. Qualification Bill Fails

Contrary to reports that the life agents' qualification measure had been passed by both houses in New Jersey, the bill was lost in the lower house in the final day's rush of the legislature, after it had been passed by the senate.

Gov. Driscoll contemplates calling a special session on the cash sickness benefit plan within the next 30 days, and there probably will be an attempt to put the agents' measure through at that session.

SERVICING \$597,700 LOSS

Equitable Society Paying Texas City Claims on Spot

DALLAS—Losses in the Texas City explosion under ordinary, industrial and group coverages have been placed between \$3 million and \$4 million with an emergency claims committee set up merely as a clearing house. No reliable figures are available on disability claims, but it is reported that much of that business carried double indemnity.

A dramatic insurance sidelight to the Texas City disaster was provided when a home office representative of Equitable Society walked into the fire-blackened plant of Republic Oil Co. five minutes after it was declared safe for personnel on April 18 and advised that his company would begin paying death claims immediately. Four hours after officials of the Pan American Petroleum and Transport Co. had started to list their known dead, the same Equitable representative was at their side, checking off obligations under the group policies issued to that company.

The planning that made on the spot claims assistance possible so quickly, began at the Equitable home office on Wednesday afternoon, April 16, when first news of the Texas catastrophe ticked over the wires. Checking its records, the group department reported that Equitable coverage was in effect on Republic, Pan American and Lack's Wholesale Distributors.

At Republic there were 400 employees covered for group life in amounts ranging from \$500 to \$5,000, graded according to salary. The group also had accidental death and dismemberment coverage on a 24-hour basis. Pan American had group life coverage ranging from \$1,750 to \$10,000 on 1,600 employees, plus non-occupational accident death and dismemberment. Lack's held hospitalization and surgical benefit coverage on its personnel and their dependents. Society records also showed 172 ordinary life policyholders in Texas City.

Dallas Men Rush to Scene

As a first move, James A. Bell, divisional group manager, and Perry C. Adams, service supervisor, were rushed to Texas City from Dallas to cooperate with the claims department and the cashier's office. The men arrived the day after the explosion with a supply of necessary claim papers. At the same time, the claims department breached the telephone strike curtain with a priority call to George Hitchcock, regional claims representative in Chicago.

Instructions to Mr. Hitchcock were proceed at once to the area with authorization to issue drafts immediately in group life cases where immediate funds are necessary and identification and validity of the claim has been established.

As a result of this teamwork, Mr. Adams was making his way into the rubble of the stricken city on the morning of April 18. He had already contacted Seth Ennis, Equitable representative in Texas City, who had been evacuated the day of the disaster and from him learned the exact locations of the plants which were Equitable policyholders.

Meanwhile the claims department was in touch with the home office of Republic in Pittsburgh and Pan American in New York. At the same time, Thornton Ellis, cashier at Houston, was reached on the telephone. He was already checking casualty lists, as they were released, against the policyholder index in his office. These casualty lists were also going forward to the home office by air mail for a further check against the general policyholder index.

This week, as preliminary reports were made up, this was the Equitable picture from the still smoldering ruins: 10 known dead at Republic Oil were in-

sured under group life and group accidental death and dismemberment for a total of approximately \$100,000. In addition 27 employees were listed as missing and probably dead. Coverage here amounted to an estimated \$216,000. Also listed were 27 employees not otherwise accounted for and the estimate of insurance obligations for them was not attempted.

At Pan American there were several known dead with death claims amounting to \$32,500, five were listed missing with coverage approximating \$25,000. Non-occupational accidental death and dismemberment benefits may also be involved in some of these claims and that would increase the loss by some \$30,000. Total group obligations of Equitable, according to preliminary reports, total \$403,500.

Ordinary claims thus far total \$100,700 on six lives with 13 policies, consisting of face amounts plus double indemnity. Listed as missing are six ordinary policyholders whose claims would total \$93,500, making total ordinary claims \$194,200. The grand total amounts to \$597,700.

CONTINENTAL CASUALTY HAS FIREMEN COVERAGE

Continental Casualty had the group accident cover on the volunteer firemen of Texas City, the policy having just gone into effect March 1 and the premium having totaled \$295. Of the 47 members of the department, 27 are definitely known to be dead, and several have not yet been located. There was \$3,000 accidental death benefit under the cover as well as medical reimbursement and weekly indemnity so that the total claims paid may well approach \$100,000. This is believed to be the largest loss ever suffered under a volunteer firemen's policy. Continental Casualty is one of the principal companies in this field. Among those killed were the chief, the first assistant and two captains.

A. G. Fankhauser, assistant claims manager of Continental Casualty, has gone to Texas City in this connection. Just five minutes before the explosion, one of the firemen who had a camera with him, took a picture of the entire group assembled on the waterfront. He left just before the explosion and the picture is being used in the Continental Casualty house organ under the caption "Five Minutes Before Eternity."

Ordinary Slumps in Large Cities

All of the large cities showed decreases for March, Cleveland with the best showing of minus 5% and Chicago second, with a decline of 6%. Los Angeles led for the three months with a gain of 8%.

South Dakota showed the greatest increase of ordinary sales in March with a gain of 49%. Wyoming and Nevada followed with gains of 39% and 36%. For the first three months Nevada led with an increase of 55% with South Dakota in second place, up 43% over the corresponding period of last year.

Ordinary figures for the leading cities in March as reported by L.I.A.M.A. follow:

	March Change '47 from '46	1st Quarter Increase '47 over '46
Boston	-13	5
Chicago	-6	6
Cleveland	-5	3
Detroit	-12	1
Los Angeles	-11	8
New York City	-18	-9
Philadelphia	-18	-8
St. Louis	-12	-4

Muster Assured to Meet Govt. Threat

Watkins Tells Union League Group of Socialism's Challenge

The answer to the threat of socialization of the insurance business lies in mustering the tremendous good will of the insurance buying public and in turning this mighty force of public opinion upon Congress, state legislatures and municipal councils, Ferre C. Watkins, prominent Chicago insurance attorney, told the insurance group of Union League Club of Chicago this week. Speaking on "Are We Watching the Twilight of Private Insurance?" Mr. Watkins declared that the threat is serious, though perhaps not immediate, but it can be warded off by a courageous counter-attack along these lines.

As an example of this powerful force, Mr. Watkins quoted Supreme Court Justice Frankfurter that no financial institution has such public affection and confidence as the insurance business, as the Southeastern Underwriters Assn. case showed. The demand of the public, the justice said, forced Congress to overrule the supreme court decision and restore state supervision through Public Law 15.

While there are many "scheming men reaching for the more than \$50 billion of insurance assets" and this is obvious when one studies the hearings on any insurance measure, Mr. Watkins said that there is no present frontal attack on insurance. Such an attack would be unsuccessful in this country. Instead, he said, the danger lies in two insidious attacks—inflation and gradual assumption of control over activities under one guise or another.

To show what inflation can do to the private insurance business, Mr. Watkins said that after the first war German insurance companies lost 95.6% of their assets and 80% of their life policies through inflation—an infinitely greater blow than the heavy loss of life during the war. The assets of a large Austrian company were cut to one-tenth of 1% of their pre-war figure and, even in France, which was on the winning side, the companies lost 80% of their assets.

Growth of Socialized Insurance

Mr. Watkins reminded his audience that private insurance is neither as old nor as well-entrenched as many people think. The first American company licensed to write life insurance was North America, in 1794. When it discontinued life coverage in the early 1800's, no other American company was writing it.

Socialized insurance, Mr. Watkins said, started in Germany in 1883, at the insistence of Chancellor Bismarck, and was followed in Denmark in 1892. A limited program began in England in 1911, providing for disability benefits for loss of earnings, cash medical and hospital benefits and prepaid medical care. At the outbreak of the second war, 40 countries had some form of compulsory government insurance.

In the U. S. only two states so far have cash sickness benefits, California and Rhode Island. This is only a start, Mr. Watkins said, pointing out that Gov. Driscoll of New Jersey stated he would call a special session of the legislature to reconsider the proposal just rejected there. He reminded his audience that David Lloyd George had admitted in 1938 that the Liberal party pushed social insurance because it needed to take votes from the Labor party, rather than because of any public need.

Reminding his audience that the Wagner-Murray-Dingell bill is sleeping, but far from dead, Mr. Watkins said that only an aroused public opinion will speak the language congressmen understand. The 74 million life insurance

policyholders are a mighty reservoir of strength which should be tapped immediately by executives of courage and vision. They should be addressed, not in the words of an actuary, but "in language a scrubwoman can understand." He emphasized that life insurance men should not delude themselves into a sense of security just because the present campaign is against private accident and sickness insurance.

Elisha Hanson, Washington, counsel for American Newspaper Publishers Assn., who has appeared in many historic U. S. Supreme Court cases, and Paul F. Jones, Danville, former Illinois insurance director were introduced. C. M. Cartwright, editor of THE NATIONAL UNDERWRITER, chairman of the insurance group, was in charge. He paid a special tribute to Charles F. Thomas, a member of the group, on his retirement as secretary of Western Underwriters Assn.

Nine European Trips to Be Awarded by Farm Bureau Group

A trip to Europe will be awarded each of six agents, a district manager, a field supervisor and a state agent in connection with the annual June Week contest of the Farm Bureau companies, Bowman Doss, agency vice-president, announced. This traditional dedication of the first week in June has been an annual event for the past 19 years, and this year's awards to the highest producing agents are the most outstanding ever to be offered, he said.

Participating in the contest will be the almost 2,300 agents from 12 eastern states and the District of Columbia who represent Farm Bureau Mutual Automobile, Farm Bureau Mutual Fire and Farm Bureau Life, all of Columbus, O.

Fair Trade Practices Bill Important in A. & H. Field

The importance in the accident and health field of the fair trade practices act proposed by the N.A.I.C. and considered by many legislatures this year, as well as the general accident and health regulatory measure approved by the commissioners, was brought out by Raymond F. Killion, assistant to L. K. Farrell, third vice-president in charge of the accident and health division of Metropolitan Life. He spoke on "Public Law 15 and Its Relation to Accident and Health Insurance" at the sales congress at St. Louis sponsored by the Accident & Health Underwriters Assn. there and the national association.

That bill, Mr. Killion said, follows the pattern of the federal trade commission act, with the important difference that certain practices known to be unfair and deceptive are defined in the law. Several of these have been the subject of special criticism in the accident-health field.

Defined in the proposed law as unfair and deceptive practices are: misrepresentation of policy contracts including misrepresentation for the purpose of inducing surrender of a policy; circulating false information with respect to the business of insurance; boycott, coercion and intimidation; issuing false financial statements or making false entries in any book or report; unfair discrimination between individuals of the same class; rebating.

A. & H. Rate Regulation

Mr. Killion reviewed the S.E.U.A. case, the various federal statutes brought into effect in the insurance field by that decision and the passage of PL 15. In connection with the development of rate

regulation, he said there was "complete agreement" that the public interest would suffer by the inclusion of accident and health in the fixed pattern of the casualty rating bill.

"A small but important group of companies" which had "joined together to develop advisory underwriting, procedures and premium rates," plugged for some form of rate regulation, he said, but "other interests representing the greater part of the business felt that rate regulation was neither necessary nor desirable." Therefore, "with the long range interest of the business in mind," companies which had used uniform procedures and rates "have adjusted their basis of operation to avoid any possible conflict with the anti-trust laws."

Commissioners' Contentions

Under these conditions, it was argued that under PL 15 no legislation whatever was needed on accident and health insurance. The commissioners' committee, however, did not agree with that view. They alleged that free competition in accident-health had not prevented in some cases the sale of an inferior product at excessive rates. They also raised the questions of misleading advertising and misrepresentation of policy forms even though those topics were to be covered in the fair trade practices bills.

The regulatory bill finally agreed upon goes farther than any previous legislation in giving the power to disapprove policy forms. However, under it the business will continue on a full competitive basis, subject to regulation and supervision by the states.

Mr. Killion said that accident and health insurance may profit greatly by the adoption of these two bills in the various legislatures. "Public confidence to an increased degree is needed in the accident and health business," he said. "A business conducted strictly within the principles of the proposed legislation will produce that confidence."

Mental Attitude First

R. B. Smith, Great Northern Life, Oklahoma City, national association president, who was the first speaker at the congress, reviewed accident and health developments, both in the association field and elsewhere.

Gilbert H. Knight, Federal Life & Casualty, Cleveland, first vice-president of the National association, declared that efficient selling depends at least 90% upon the agent and his mental attitude, which is much more important than the "know how." He urged that all agents take stock of themselves, to strengthen the good traits which lead to success and to check and eradicate the weaknesses that lead to failure.

Among the essential traits which he said an insurance man must have if he is to be outstanding in his field, he listed ambition—"let nothing stop you from reaching the goal you have set;" industry—"get really interested in your work, make it a daily habit;" perseverance—"the difference between outstanding success or dismal failure;" planning ability—"know where you are going and how to get there;" a positive instead of a negative attitude—"he can, who thinks he can;" initiative—"be a self-starter;" enthusiasm, knowledge, courage, honesty, self-management.

Mr. Knight declared that many years as a salesman, teacher and trainer of salesmen have convinced him that cleverness and ability weigh but little against the sounder qualifications of character and a correct mental attitude. "If you develop the essential traits mentioned in this talk you will quickly learn the 'know how' or technique of successful selling, but knowing how without possessing these character traits

(CONTINUED ON PAGE 24)

Centennial Movie Bookings

The Penn Mutual Centennial animated motion picture, "100 Years of Security"—a combination history of the Company and annual statement—is booked for showings in the following cities during May. These are in addition to the 90 showings already held.

May 13, Wooster, Ohio.

May 14, Springfield, Ohio.

May 21, Decatur, Michigan.

Advertisements in local newspapers announce the place and hour of the showing, and cards of admission for policyowners and friends may be secured by telephoning or writing the Penn Mutual district office in that city.

1847—Penn Mutual Centennial—1947

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THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Schwemm Head of Illinois Group

Vital Organization Reported at State Association Meeting in Chicago

Earl M. Schwemm, Chicago manager of Great-West Life, was advanced to president of the Illinois Assn. of Life Underwriters at the annual meeting in Chicago. He succeeds Kenney E. Williamson, general agent of Massachusetts Mutual at Peoria, who presided.

The new first vice-president is N. Eric Bell, state director of State Farm Life, Bloomington, who was unable to attend. The other officers are: Second vice-president, C. T. Wardwell, Connecticut Mutual general agent, Peoria; secretary-treasurer, R. R. Reno, Jr., Equitable Society manager, Chicago. Mr. Reno became ill with an infected throat shortly after the meeting and remained home the next day when the annual sales congress of the Chicago association was held.

New directors are R. W. DePau,

Prudential district manager, Chicago; Dawn A. Smith, district agent Equitable of Iowa, Rockford, and K. L. Keil, Penn Mutual, Springfield. B. J. Stumm, Northwestern Mutual general agent, Aurora, continues as national committeeman.

Legislative Situation Good

John L. Taylor, Springfield, Mutual Life, legislative chairman, said no bad bills had appeared in the assembly as



Earl M. Schwemm Robert R. Reno, Jr.

yet but it may be anticipated some will be filed. C. F. Axelson, Northwestern Mutual, Chicago, past state president, spoke briefly on legislation. It appears, Mr. Taylor said, the association is in very good position to influence legislative action.

George L. Grimm, New England Mutual, Chicago, chairman year book committee, said he would like to have the year book contain a digest of features of the Illinois insurance code. He tendered his resignation, as he is going to Milwaukee as manager for that company.

P. B. Hobbs, N.A.L.U., president, spoke briefly. He disagreed with Mr. Reno, veterans' affairs chairman, saying the agents should give all possible service to the war-time veterans. Mr. Reno feels the activity as such now may be disbanded and serve merely to inform members about veterans' matters. He also said it seems advisable to set a terminal date to the issuance of new N.S.L. Mr. Hobbs agreed, and said until that date arrives the veterans' activities should be continued.

B. J. Stumm of Aurora read a resolution lauding John A. Moynahan, Metropolitan, Chicago, for his state and N.A.L.U. activities, and C.L.U. work, and endorsing him for continuing as national trustee. This was adopted unanimously. The Chicago association directors a week previously took similar action.

The nominating committee consisted of F. P. Beiriger, Connecticut Mutual, Rockford, chairman; L. S. Broadus, Guardian Life, and C. F. Axelson, Northwestern Mutual, both of Chicago; W. B. Buckley, Metropolitan, Mt. Vernon, and T. A. Lauer, Northwestern Mutual, Joliet, all past state presidents.

Schwemm Gives Pledge

Earl Schwemm gave a short talk upon his induction as president. He promised a definite effort to visit all Illinois local associations before next July when the summer recess begins. He said some locals are not giving enough attention to programs and membership work. He agreed with Mr. Buckley the state group should not beg local people to join, but said there are so many advantages derived from joining that all life men should be glad to do so. They need to organize for mutual protection in these critical times.

Mr. Schwemm presented to Kenney Williamson a scroll of appreciation from the state group.

In his annual report, Mr. Williamson noted considerable growth in membership, total at the time of the meeting being 3,204. There now are 25 local associations. The state is well organized, especially as to activities. Meeting programs have improved. Successful caravans were conducted last year, and the conference of local, state and national officers at Peoria during the fall meeting and sales congress. A new local was formed at Chicago Heights last

Debit Men Star in Meeting of Illinois Round Table

Impressive evidence that the industrial agent has come into his own was offered at the Chicago meeting of the Illinois Round Table of which an industrial man, Leo G. Rapp, Prudential, was chairman, and one of his co-workers, Joseph G. Carmen, De Pau agency of Prudential, was a speaker. The industrial fraternity was likewise represented in the attendance of better than 70. This meeting of the quarter million dollar production club of the Illinois Assn. of Life Underwriters was held concurrently with a general agents and managers conference and followed by the Chicago sales congress.

Speaking in a hard-hitting and convincing manner, Mr. Carmen, who for many years had the loop debit for his company, said that if he were an ordinary agent he would wish to increase the number of debit agents. The industrial men are in the vanguard, he said. They are the marines who land first. He likened company advertising to the bombers and artillery which soften up the territory with bombardment preparatory to the landing of the industrial agent. When the debit man secures his beachhead the ordinary agent is the infantryman who lands and completes the victory.

Mr. Carmen said there were millions of people whose first contact with life insurance has been and will continue to be the friendly man on the debit. He said it is from him that millions of children receive their first impressions of insurance men and of insurance, im-

pressions which they carry with them through life that make them appreciate the value of the product. He told of an executive in Chicago, who, despite the fact he carried more than \$100,000 of life insurance, still continued the weekly policy which he had taken out as a young man because he liked to have the industrial agent call on him at frequent intervals to remind him of his life insurance needs and to symbolize to him the friendly force which helped his family over the rough spots. He related instances in which the debit agent becomes almost as a member of a family and plants the seeds in the minds of the children in his district which blossom into a receptive attitude toward ordinary agents when they reach comparative affluence later in life.

There'll Always be Industrial

Despite the great increase in the level of income of people in the so-called industrial classes, there is still a need for weekly and monthly premium insurance and there always will be, Mr. Carmen said. Prices and costs keep up with and exceed wages and many a man who was making \$35 a week on a job which now pays him \$80 finds that he has no more to pay for insurance than he did before the war. He told of the need of most families for analysis of their life insurance and the big job the industrial man can do if he will try to survey the policies of every family on his debit. Whether he sells additional insurance or not through this method, the industrial agent can win friends and spread his influence and at the same time perform a real service. Mr. Carmen said there are millions of small policy holders who have been the victim of hit and run insurance solicitation over the years and are actually paying more money than they need to for a hodge podge of industrial and ordinary policies which do not actually cover them adequately.

Speaking of his own district which is comprised of six blocks of apartment dwellings, Mr. Carmen said that these few blocks represented thousands of dollars of life insurance. He asked how many of the families would have anything like the amount of life insurance they currently have if it were not for the industrial agent and the agency system.

SALES PSYCHOLOGY

Russell C. Tomlinson, professor of speech at Lake Forest college, had some advice on the psychology of selling. Don't ever tell a client that he is wrong, that he is a failure, that he is a fool, that he doesn't know how to run his business, he said. The salesman cannot use sarcasm or ridicule and expect to

(CONTINUED ON PAGE 19)

of general agents and managers that only Chicago, Peoria and Springfield now are active in this field and recommended that agency heads in cities which do not have their own organization consider joining neighboring groups, organize on a territorial basis and hold management conferences in their territories once or twice a year, with luncheon and minimum of three speakers.

Illinois is in third place nationally in membership, topped only by New York and Pennsylvania, chairman C. T. Wardwell reported.

The 10-point program outlined by James E. Rutherford, executive vice president N.A.L.U., recently at Pittsburgh was adopted as a future objective.

It was decided to hold the midyear meeting Nov. 20-22 at Hotel Pere Marquette, Peoria.

year and the Eastern Illinois group at Mattoon, formed in 1945, continued growth, now having 31 members.

Mr. Williamson made several recommendations to incoming officers: More frequent visits to locals; continuation of the successful method of committee appointment under which each local has a chairman for each activity and the state committees consist of these local chairmen; every effort to form new associations; increased membership effort and attempt to convince agency heads they should not retain agents who are not association members; more active contacts in legislative work; cooperation in the N.A.L.U. effort to terminate issue of N.S.L. in peace time to draftees and enlistees in armed forces; cooperation with University of Illinois in its project to start a four-year course in life underwriting leading to the C.L.U. degree, and organization of new managers and general agents groups.

Chairman Beiriger of the agency practices committee reported in the year 20 Illinois locals set up committees on this subject and now are studying the statement of guiding principles adopted at the N.A.L.U. Milwaukee convention. M. F. Bingham, Mutual Benefit, Springfield, education chairman, reported much increased activity in this work by locals with organized C.L.U. work leading the list, and educational clinics held on many subjects. There has been considerable educational advertising by some locals, notably Rockford and Springfield. Several courses are projected at Quincy and elsewhere and Champaign is cooperating with University of Illinois in the project to form a four-year course in life underwriting.

Reviving Some Locals

T. A. Lauer, Northwestern Mutual, Joliet, as chairman and E. C. Norton, Fidelity Mutual, Alton, co-chairman, reported on extension work that the three "dead" associations of Moline, East Moline and Rock Island now are considered "prospective," and Cairo and Kewanee have joined the Galesburg group and Lincoln is active through Bloomington.

Mr. Schwemm reported as chairman



THANKS, THOMAS J. MILES, GUARDIAN LIFE MANAGER AT TAMPA FOR YOUR THOUGHTFUL NOTE WHICH LIES BEFORE ME.

I LIKE TO KEEP PAUL SPEICHER OUT OF R & R'S WEEKLY COLUMN because that is the way I like it. But I break the rule because so human and friendly is Mr. Miles when he says:

"We have been so accustomed to your inspiration message each month that seldom do we stop and think that maybe we owe a note of thanks to the man who has given us these creative ideas. The idea occurred to me last night when I was reading your April material and preparing for our regular sales meeting. In thanking you, I want to include the thanks of our agency for all you have given us down through the years."

HOW DO YOU FEEL WHEN SOMEONE SAYS SOMETHING ESPECIALLY NICE ABOUT YOU? THAT IS EXACTLY THE WAY I FEEL. AND I WONDER WHY I DON'T STOP LONG ENOUGH TO PAY MY DEBT OF THANKS TO OTHERS BEFORE FOREVER IT IS TOO LATE.



PAUL SPEICHER
Managing Editor

THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS

1946 Dividends to Policyholders Up 8% to \$502 Million

Dividends paid American policyholders by life companies of the U. S. in 1946 totaled \$502 million, the Institute of Life Insurance reports, an increase of \$37 million, or 8% over 1945. The higher payments last year are due primarily to the greater amount of insurance owned and the increased need of continuing policies rather than to increase in dividend schedules.

Last year, \$117,300,000, or 23% of the dividends were left with the companies at interest, bringing the total of such funds to \$953 million. This is \$378 million greater than in 1941, an increase of 66% in five years.

Of the 1946 dividends, \$89,800,000, or 18% was taken in cash or payment on policy loans. Another \$75 million, or 15%, was used to buy paid-up additions to policies; and the balance, in addition to the 23% left at interest, was used to pay premiums, this portion totaling \$219,900,000, or 44%.

Statistical Assn. Program Released

The program of the annual conference of Insurance Accounting and Statistical Assn., May 15-17 at Chicago, will run as follows:

Thursday morning, May 15—Address of welcome by Director Parkinson of Illinois; presidential remarks, Hudson J. Stowe, Manufacturers Life; business meeting, treasurer's report, reports of committees, general business; history of the conference by George Westerman, Reliance Life.

Thursday luncheon—Chase M. Smith, general counsel Lumbermen's Mutual Casualty.

Thursday afternoon—Group sessions.

Friday morning, May 16—General session. "The Research Department Attains its Objectives" by Fred W. Campbell, research director. Unfinished business, report of nominating committee, open forum discussion on accounting equipment. "The New 602 Multiplier", J. W. Hughes, Security Mutual. "Punch Card Checks", Arthur W. Wolf, Prudential. "The Multiline Printer", C. W. Grady, Midland Mutual. "Sequence Control Calculator", Edmund Berkley, Prudential.

Friday luncheon—Alfred N. Guertin, American Life Convention.

Friday afternoon—Group sessions.

Saturday morning, May 17—Group sessions.

Saturday luncheon—"Trends in Post-war Tax Policy" by J. Grant Glassco, Canadian Tax Foundation.

In the group sessions of the various sections problems peculiar to each type of business will be discussed. Life section discussions will treat the following:

Thursday afternoon—Micro-filming, punch cards as original documents, internal auditing, addressograph premium billing and issue records.

Friday afternoon, ordinary session—Preparation of annual statements, negative premium posting, agency statistics, general ledger accounting.

Industrial session—Mortality analysis and statistics, policy lien control, refund of premiums paid direct to home office, termination statistics.

Fraternal session—Local lodge accounting, uniform classification of accounts, annual statement on accrual basis, agents' commissions from punched cards.

Saturday morning—Supplementary contracts, policy loan accounting, dividend accounting, tabulating accessories.

la. Agent Bill Flunks Out

DES MOINES—A qualification bill for life agents, sponsored by Iowa Assn. of Life Underwriters, was passed by the senate but died in the house sifting committee and the legislature has now ad-

jourled. An agents' qualification bill for local agents was also introduced but failed to reach the floor in either house.

A bill was passed to permit Iowa companies to invest in urban real estate and revised the section on railroad bonds, tightening the restrictions. The new group bill, modeled after the N.A.I.C., was passed.

The statute requiring insurers to pay

a fee for valuing policies was repealed.

A bill was approved permitting an increase for examiners from \$15 to \$20 a day and for assistant examiners from \$12.50 to \$15.

Dominion Life Promotions

E. G. Schafer, formerly assistant actuary, has been promoted to assistant general manager of Dominion Life, and

H. M. Atrubine, heretofore assistant actuary, is appointed associate actuary.

E. D. Shasky Joins Brother

E. D. Shasky has become associated with his brother, Jack Shasky, Minneapolis manager of Ohio State Life. He formerly was with Ohio State in Minneapolis, but lately has been residing in California.

"IMPRESSIVE!"

"BEAUTIFUL!"

"SUPERB!"

These and similar exclamations echoed through the offices and corridors of our new and spacious Home Office on the occasion of our recent "open house" for policyowners, friends and neighborly competitors. Thousands acclaimed its warmth and splendor.

For those denied the privilege of personal visitation we have prepared a 16-page pictorial booklet depicting its salient features.

This free booklet will be mailed to you upon request.

THE MIDLAND MUTUAL LIFE INSURANCE COMPANY

250 East Broad Street

Columbus 16, Ohio

Responsibilities of Management Theme of Chicago Panel

An interesting panel on management, from the standpoint of agents, managers and companies was conducted by the Life Agency Managers of Chicago the first afternoon of the two-day state meeting and sales congress in Chicago. J. M. Caffrey, John Hancock, chairman of that organization, introduced John O. Todd, Northwestern Mutual, who was program chairman and introduced speakers.

Three outstanding agents presented the views of field men. August Helle, new assistant district manager DePaul agency of Prudential, former grocer who has been in life insurance work only two years but has a score of 89 consecutive weeks of production with

at least five apps a week, ascribed his success to supervision. He spoke more from the "package" field.

"I have always firmly believed that the best results in company management are secured by combining the enthusiasm, energy and imagination of youth with the knowledge, discretion and skill possessed by executives of long experience," he said.

Every word and action of a supervisor is closely observed by his subordinates. The supervisor must be able to demonstrate how a job is to be done, but his greatest value is in organization and direction. The job will not be done correctly, he believes, unless the men are happy, satisfied, and feel they are going some place and have the confidence which comes from a job well done.

Supervisors must gain and hold the confidence and respect of their agents. It is a good thing to stop and ask "What do those under my supervision have a right to expect of me?" Among



John O. Todd

the answers to this question are: Absolute honesty and fairness at all times, recognition of both weak and strong points, individual consideration, ability to give proper assistance on weak points, willingness to give credit for a job well done, periodic full discussion of agent's progress, applied judgment that will result in a balanced job, analytical ability properly to weigh results produced, without jumping to conclusions—looking under the surface.

The supervisor's responsibilities, he said, cover three major fields: Directing the work to produce results desired by the company; directing sales so prospects are pleased with the efforts, and convincing them the service suggested is honestly intended to meet their needs; assisting agents progress by giving them full opportunity to show and develop qualifications that will make them more valuable, and being ever alert to suggest promotion where justified.

In carrying out such a program the supervisor should place himself in the prospects' and policyholders' position in analyzing service given and needed; should make sure the agents are being trained sufficiently to observe prospects' needs and make sound, sensible proposals. There should be not only initial training to bring them up to an acceptable threshold of performance, but follow up, on-the-job training in day by day supervision.

Agent Talks on Programming

David W. Fairfield of the Todd agency, a former investment man whose sales in the last 12 months have totaled about \$638,000, took up the program field, telling his methods which take up three phases, approach talk, use of budget, and quick, one-interview presentation. Program selling is professional selling, he said, in which the agent sells himself, not policies. He talks about "life" and not "life insurance."

Mr. Fairfield exhibited his "problem finding sheet" in which he builds up in the interview the prospect's requirements. He does not have a formal printed sheet, but borrows a sheet of paper from the prospect, lays it off by hand with horizontal and vertical lines. This process is more graphic and attention-getting, he believes. Usually enough interest is developed so that Mr. Fairfield can go right ahead with the interview. He cuts down the man's estimates of future cash and income needs to a minimum, then prepares on a second sheet of paper a schedule of objectives. Between the two sheets lies the program which the prospect will adopt.

He discussed how managers and general agents can continue to help the agent working on a program basis. The agency head must have confidence in his ability to train men, get them on the track and keep them there. He must make the agent feel this confidence in his potentiality. "If you believe that this potentiality, (a) will not answer the agent's family demands for income, and (b) will not be a profitable account to you as general agent, then you should drop him. Do not forget to repeat and reiterate this confidence in the agent. He needs it. Express it this month, next month, the month after and every month or so."

Help the agent to devise an effective approach talk. Train agents to compliment, not condemn, their competitors to be true professional men. If the agent's program technique takes hold, help him to get background to expand into estate analysis work. Help the agent to develop the habit of planning tomorrow. "A programmer runs a real hazard of getting offitis."

MANAGERS' INNING

Harry G. Walter of W. A. Alexander & Co., Penn Mutual, was next, doubling for W. N. Hiller of Stumes & Loeb, Penn Mutual, who also was to have been on the program but was

(CONTINUED ON PAGE 20)

INSTITUTE SURVEY SHOWS

Wide Liberalization in Aviation Risks by Life Companies

Of 100 life companies surveyed by the Institute of Life Insurance for current practices in connection with aviation risks, two-thirds now accept as standard risks applicants who contemplate travel on scheduled U. S. air transports in western hemisphere flights and one-half accept on the same basis for world-wide flights.

Last year slightly over one-third accepted for western hemisphere flights and less than one-third accepted those contemplating world-wide flights.

The companies surveyed do more than 80% of total U. S. life business.

The liberalization has been even more marked over a 10-year period, as experience has enabled more companies to define their rules. As recently as 1940, only three of the companies wrote policies at standard rates on applicants traveling within this hemisphere and only 1 covered transoceanic travel. In 1935, no companies accepted applicants on this basis, where more than a small amount of flying was contemplated.

General Liberalization

There has also been a liberalization by companies writing policies with limitations on either size of policies or number of hours of flying. Currently, 17 companies write at standard rates with some limitation on size of policy or on the number of flying hours in the case of western hemisphere flights; and 14 give individual consideration. The policy size limit most frequently set is \$25,000 and the most frequent limitation on hours of flight is 250. This compares with 25 to 50 hours 10 years ago.

In the case of world-wide flights, 14 of the companies have a limit on the size of policy or on the number of flying hours, and 33 give individual consideration. Limitations on size and flying hours for transoceanic flights are usually the same as in the case of hemisphere flights.

Follows Safety Trend

The liberalization of foreign flying rules directly reflects the safety record of the air lines. The 1946 passenger fatality rate per 100 million passenger miles on international flights was 3.63, compared with 3.75 in 1945, and 4.83 in 1944.

Liberalizations were also effected last year on pilots or crew members on U. S. transports in foreign service. In the case of western hemisphere pilots and crews, 71 of the companies surveyed now issue policies at an extra premium, on the size of the policy. On world-wide flights, 51 of the companies now accept applicants at an extra premium, in some cases without limit as to size.

Wayne Clover Wins Award of Penn Mutual

The President's Award of Penn Mutual will be presented to members of the Wayne Clover agency, Kansas City, April 28, at a dinner there.

The elaborate bronze plaque will be presented by Eric G. Johnson, vice-president. The award was created last year to go to the agency showing the most distinguished performance.

Five New District Offices

Kellogg Van Winkle, Los Angeles manager of Equitable Society, has opened five new district offices at San Pedro, with Frank D. Howell in charge; West Los Angeles, G. Bruce Reid; Beverly Hills, T. R. Kimball; Alhambra, Clifton D. Clinger, and Lamert Park, C. I. Miller.



Memo to the Home Office

There is a constant flood of eloquence exhorting the fieldman to do a constantly better job, to conform to the high humanitarian principles of the business, and thus to assure his own success and the betterment of society.

Let us not forget that the underwriter in the field is just one member of a team. His team-mates are the people in the home office who must follow through on the action he initiates. He is carrying the ball, but he can't score alone—and he certainly won't reach the goal if he runs into a wall of opposition from his team-mates.

It should be distinctly recognized that no fieldman can do any better job than his home office enables him to do. This means that every person in the home office charged with the completion of the fieldman's work must eliminate all tendencies toward opposition and substitute a spirit of whole-hearted cooperation, making him realize that the accent is on the first word in the term "home office."

Insurance In Force March 31, 1947 — \$816,931,508

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE • MORTON BOYD, President

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U. S. Chamber to Hold Pension Plan Parley at Omaha

OMAHA — Business and insurance leaders will meet here May 22-23, to discuss employe pension and profit sharing plans.

Among speakers will be: Gen. Robert E. Wood, president Sears, Roebuck & Co.; Ernest L. Carlgrove, vice-president, Guaranty Trust Co. of New York; Lambert M. Huppeler, director of agencies, and Robert J. Ardison, agency assistant of Massachusetts Mutual Life; Walter L. Chapin, Jr., associate actuary Minnesota Mutual Life, and Fayette Sherman, Hormel Co., Austin, Minn.

The conference is being sponsored by the Omaha Chamber of Commerce in conjunction with the U. S. Chamber of Commerce and chambers in Nebraska and nearby states.

Businesses with 25 or more employes in the Omaha area have been invited to send representatives to the conference.

Penn Mutual Life Gets Ford Award

Penn Mutual Life, celebrating its 100th anniversary, has been awarded the Howard G. Ford trophy for the company which in the past year has recorded the "most outstanding achievement in sales management and contribution through the scientific distribution of goods and services." The award is made



Eric G. Johnson, vice-president of Penn Mutual Life, receiving plaque from George E. Beitzel of the Sales Managers Assn. of Philadelphia as Howard G. Ford, donor, looks on.

annually by the Sales Managers Assn. of Philadelphia. Previous winners include the Committee for Economic Development, the National Assn. of Manufacturers, Ohio State University and the Scott Paper Co.

The presentation was made at the annual dinner of the association at Philadelphia, at which John A. Stevenson, president of Penn Mutual, spoke on "Democracy on Trial." The Penn Mutual chorus sang.

George E. Beitzel, vice-president of Pennsylvania Salt Co. and chairman of the award committee, presented the engraved plaque which was accepted on behalf of Penn Mutual by Eric G. Johnson, vice-president. Mr. Beitzel said: "Maturity for any organization is a sign of stability but stability for an insurance company is an asset which is worth much more than the best of securities. If, in one organization, there can be combined the stability of age with aggressiveness and alertness of youthfulness, then you have indeed found the characteristic possessed by a few companies.

"In Penn Mutual Life, these two assets are ideally combined."

N. J. Managers Shifted

George F. Leonard, formerly manager of Metropolitan Life at Morristown, N. J. has been placed in charge of the Warninanco (Elizabeth), N. J. district.

He succeeds J. F. Oesmann, who has been transferred to office account, Union City, N. J.

Mr. Leonard joined Metropolitan in 1929 at Branch Brook, N. J. He was transferred to Plainfield, N. J., became assistant manager at Freehold, N. J. and then manager at Morristown.

Zone 4 Meeting May 8-9

LANSING, MICH. — Commissioner Forbes, chairman of zone 4 of National Assn. of Insurance Commissioners, an-

nounced today its spring meeting will be held May 8-9 at Des Moines. Selection of the date had been delayed to make certain there would be no conflict with the Iowa legislature, which is adjourning this week.

Chief examiners of the zone will meet May 8, with a joint session of commissioners and examiners May 9.

Wall Home Office Manager

William E. Wall, examiner for the Illinois department for 10 years, has been named home office manager for Modern

Life & Accident of Chicago.

This company, founded in 1923, writes accident and health and hospitalization only in Illinois, but recently was licensed in Missouri. Ralph Manno, president, reports about 40% increase in written premiums last year.

White Seeks Reelection

Jesse L. White has announced his intention to stand for reelection as Mississippi commissioner in the August balloting. So far at least no opposition appeared.



He answered the call at midnight

CALL HIM John Smith. The name doesn't matter. You've known him by many names and in many places.

He was one of the men who answered the wild pounding on the door, that midnight of April 18, 1775, and spoke to the panting horseman whose name was Paul Revere.

"To arms!" cried Revere. "The British are coming! We're meeting on Lexington green."

"I'll be there," said John Smith, for he always is.

John Smith put on his clothes, and filled his pockets with the bullets his wife had moulded in the fireplace. He took the long musket down from the wall.

He went to the cradle, and softly placed his hand on the head of the little boy who was sleeping there. Then he took his wife in his arms and kissed her.

"Be careful, John," said Mrs. Smith.

"Don't worry," said John. And he went out, with his long farmer's stride, to keep his date with history.

Do you know John Smith now? He is every American, in every time and place, who knows that independence is the breath of life. He makes up his own mind... worships in his own way... stands on his own feet... and provides for his own future through savings and life insurance.

John Smith is you.

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

*A John Hancock
advertisement on Americanism*

Program Set for L.O.M.A. Spring Meeting May 19-21

The program has been prepared for the spring conference of the Life Office Management Assn. May 19-20 at French Lick, Ind. The conference will place emphasis on making management policies effective at the employee level and most of the discussions will be along those lines.

The program:

Morning, May 19—Chairman: R. C. Kneil, vice-president Reliance Life.

9:45—Presidential address, Horace W. Foskett, financial vice-president, Equitable Life of Iowa.

10:15—"Selection and Development of Personnel for Technical and Supervisory Positions," Philip H. Yost, personnel department Connecticut General Life.

11:00—"Training of Office Supervisors," Virgil K. Rowland, staff personnel coordinator Detroit Edison Co.

Afternoon, May 19—1:30—"Employer-Employee Relations in the White Collar Field—Present Status and Probable Future Trends," John P. Currie, president Currie & Gherman.

2:30—"Personnel Administration in the Thule Group," E. Bergkvist, office manager Thule Life of Stockholm. Sound film—"Thule Home Office in Action."

3:00—"Recruiting and Retaining Clerical Employees," Panel Discussion, E. L. Baldwin, assistant personnel director, State Farm Life, chairman.

Morning, May 20—Chairman: Henry E. Thomas, 1st vice-president Shenandoah Life.

9:30—"Annual Report to Employees," W. B. Chambers, secretary Bankers National Life.

10:00—"Orienting and Training New Employees," Sterling T. Tooker, secretary, personnel department Travelers.

11:00—"The Employee's Manual as a Medium for Transmitting Management Policies to the Employee Level," Herbert E. Evans, director of personnel Farm Bureau Life, chairman.

Afternoon, May 20—2:00—"Establishment of a Transfer and Promotion Policy," P. W. Stewart, personnel director Prudential.

2:30—"Salary Administration—Its Establishment and Maintenance," Panel discussion, Hess T. Sears, assistant secretary Equitable Life of Iowa, chairman.

Wednesday, May 21—Institute seminar for company instructors of L.O.M.A. institute courses, 9:30 to 12:00 and 1:30 to 4:00 p. m. Leader: James H. Kohlerman, educational director, L.O.M.A.

Hold Business Insurance Seminar

ST. LOUIS—A seminar on business insurance, covering stock and partnership purchase plans, key man insurance, executive compensation plans and estate analysis, was conducted by Paul F. Millett, Chicago attorney and associate editor Spindell-Millett Service, Chicago, sponsored by Don Kelly, general agent John Hancock Life agents, trust company officers, attorneys and accountants attended.

In connection with stock purchase plans, Mr. Millett said if salaries are more than \$15,000 it is better for the corporation to purchase the insurance rather than the individual from his personal income, as the survivor may be subject to a capital gains tax if he later wants to sell or liquidate. It has the advantage of establishing a new base of valuation for the heirs.

If there are three or more stockholders in a corporation considering a stock retirement plan to be carried by the corporation, control of the corporation must remain in the hands of active stockholders and inactive stockholders should hold the minority stock.

Valuation of Stock

In the case of a typical small close corporation, in determining value of stock for estate tax purposes or purchase and sale agreements, it will be found actual value of fixed assets may today be far above book value due to increased real estate values and heavy depreciation charges against machinery in war years. The profit and loss statement for the past five years may not show true earning power because most machinery was classed as "necessary machinery" and depreciated at 20% per year, whereas in many instances it has an actual market value today equal to the original purchase price. It is probably best to take a true book value figure plus an amount equal to two to four times average earnings to determine real value.

There are many old partnership agreements in existence that are obsolete and will lead only to trouble upon the death of any party to the agreement. He contended that cross insurance—i.e., each partner purchasing life insurance on the other—is the only safe plan to use. Probably most partnerships and many sole proprietorships should be incorporated today under the present tax structure. A corporate trusteeship is the only safe method to be used in a purchase plan.

Many corporations and partnership industrial enterprises will have to make heavy investments in labor-saving ma-

chinery in order to offset increasing labor costs due to recent increases in wages.

The life agent should spend more time studying income tax laws than estate laws, for the money for new life insurance premiums must come from income tax savings suggested by the life agent. The prospect is interested in income taxes because he is confronted by them every day, whereas estate taxes must be met at some uncertain date in the future.

Many companies are finding inventories, accounts receivable and bank loans showing sizable increases, he said, making keyman insurance more important than ever. If the company cannot pay "mortality cost charge" (net premium after deducting cash value) the prospects are poor for the sale of life insurance.

Estate analysis was covered in the afternoon session. Open forums were featured in both sessions.

General Agent Kelly has featured similar insurance seminars annually for several years.

Atlantic Advances Blair, Moore, Farmer

M. M. Blair has been promoted to assistant vice-president of Atlantic Life; Paul C. Moore to actuary, and C. C. Farmer to assistant secretary.

Mr. Blair has been with the company 35 years. In 1920 he was named cashier, then became assistant secretary and transferred to the underwriting department in charge of reinsurance. Several years ago he was placed in complete charge of the underwriting department, and will remain in that capacity.

Mr. Moore joined Atlantic a year ago as associate actuary. He had been with F.B.I. He started with American United Life as supervisor of the actuarial department. In 1936 he joined Reserve Loan Life as actuary, and subsequently made a study for Alfred M. Best Co. of South American conditions. He is a graduate of University of Michigan with a master's degree in mathematics.

Mr. Farmer started with Atlantic in 1914 at the age of 16. In 1926 he was elected cashier. One year later, he was advanced to auditor, and since 1945 has been in charge of the claim department.

The life insurance industry's part in urging veterans to hold or reinstate their GI insurance was outlined in a broadcast Sunday over Mutual Broadcasting System by Alexander E. Patterson, president of Mutual Life and chairman of a joint life insurance committee with veterans administration on NSLI. The program was sponsored by VA.

FINDS SELLING FARMERS BY AIR EXPEDITIOUS

C. R. Waggoner, Bankers Life of Nebraska agent, at Alma, Neb., has taken to the air in his selling activities. He is shown here with the plane at his own airport behind his farm home.

Mr. Waggoner states that by plane he is able to see twice as many people in half as much time as by using any other form of travel. He can fly to well over 50% of his farmer prospects, land in an adjoining field and taxi to within 50 or 100 yards of the house.

Mr. Waggoner states the operating cost of his plane is less than on an automobile.



The original cost was \$2,800. The gasoline consumption is four gallons an hour and Mr. Waggoner says he can travel 90 miles in that time.

Urge Doctors and Blue Cross to Bury Hatchet

The Blue Cross commission held its midyear meeting at Milwaukee. Mr. Gen. George M. Lull, general manager of American Medical Assn., in an address, implored the doctors and Blue Cross plans to bury the hatchet. Frank E. Smith of Chicago, director of Associated Medical Care Plans, said close cooperation is to be effected between the 40 medical society operated surgical-medical prepaid insurance plans and the 86 Blue Cross plans.

American Medical Assn., Dr. Lull said, is taking steps to make medical and surgical coverage more readily available to rural sections. Human welfare should be the basic motive in the operation of medical and hospital plans. Some hospitals look on the Blue Cross as a means to stabilize their income and protect vested interests while some physicians see in medical care plans a means toward halting state medicine. Directors of some of the prepaid plans are more interested in producing a profitable operation and in enhancing their personal prestige than in serving the public.

Abraham Oseroff, vice-president of Pittsburgh Blue Cross, said considerable abuse is being made of prepaid plans. Some patients are being hospitalized for minor ailments that could be taken care of at home, some are kept in the hospital longer than necessary because they are subscribers. However, he said that the good points of the plans outweigh their disadvantages.

Mr. Smith said that medical and surgical care plans that are underwritten by private insurers with medical society sponsorship will not be eligible for membership in Associated Medical Care Plans. That decision was reached last week at a meeting at Chicago.

V. J. Canzano, a CIO official from Providence, said prepaid medical and surgical plans are being offered only because the doctors were forced to do so by the threat of federal compulsory health insurance. Labor believes that its continued support of the Wagner-Murray-Dingell bill may achieve through private enterprise what labor wants in health protection, he declared. He contended there should be standardization of rates and benefits throughout the country in the Blue Cross plans.

The next Blue Cross commission meeting will be at St. Louis.

Larson Speaks at Madison

L. J. Larson, executive vice-president of National Guardian Life, addressed the 300 credit and management executives at the annual convention of the Wisconsin Retail Credit Assn. at Madison.

Atlantic Offers Greater Opportunity

1947 brings greater opportunity to many Atlantic Life representatives—a contributory Retirement Plan which will provide income benefits for both future and past service, a group insurance plan, with coverage in the form of Annual Renewable Term with disability benefits, and an agency contract providing substantial first year and renewal commissions and a continuous service fee.

These features, together with a salary and incentive commission contract, offer real opportunity for those interested in a life insurance career.



Lighthouses at Cape Henry, Virginia—the old lighthouse being the first established by the United States Government on the Atlantic Seaboard.

ATLANTIC LIFE INSURANCE COMPANY

Organized 1899—Richmond, Virginia

Directing the Way toward Financial Security since the Turn of the Century

Mutual, N. Y., Back in Canada

NEW YORK—Mutual Life of New York, which ceased writing new business in Canada in 1932, has obtained a license to resume active operations in that country.

The American company's Winnipeg office, currently a collection unit for Mutual Life policyholders in Canada, will be made a full new business agency. Another agency office will be established at Vancouver, and two more are being considered for Toronto and Montreal. Others may be established later in other parts of Canada, Alexander E. Patterson, president, said.

Commenting on the insurance company's resumption of new business activity in Canada, Mr. Patterson said the move was made "in order to render a better service to our present Canadian policyholders and to the public." Mutual Life has \$32,000,000 of business in force in Canada, he noted, but added:

"We have no field organization, and the only service available to our Canadian policyholders is through the collection offices, largely by correspondence. The new offices will provide policyholders with personal service by a Mutual Life field man, equipped to analyze their needs for life insurance on the basis of our insured income service and to make the best use of the present insurance in his estate."

Pa. Association Meets at Harrisburg June 20-21

The Pennsylvania Assn. of Life Underwriters will hold its first general membership convention June 20-21, at Harrisburg. Heretofore it was held only for delegates from the several local associations.

Karl H. Kreder, Allentown, vice-president, heads the committee in charge of the program.

The first day program includes a meeting of the executive committee and a luncheon sponsored by the State C.L.U. with Walter Craig, vice-president of the American Society, presiding, and Edward Reiley, Mutual Benefit, Philadelphia, speaker. In the afternoon there will be a delegate meeting, election of officers and reports of committees, after which the Pennsylvania Quarter Million Club will meet for the first time and elect officers who will be inaugurated at a dinner in the evening. William P. Worthington, vice-president of Home Life, will be the speaker.

Saturday the Quarter Million Club will attend breakfast where certificates will be awarded. The rest of the day will be given over to a sales congress. Larry Olson, national field training supervisor of Prudential, and Corliss Ackiss, Metropolitan, already have been booked to speak.

L.I.A.M.A. Publishes Booklet on Fighting Lapse Trend

Life Insurance Agency Management Assn. has published for member companies a booklet entitled "Persistence—Current Company Effort and Procedure," a summary of what 101 life insurance companies are doing to combat the current lapse trend.

The report was compiled by Russell J. Wood, assistant general manager Imperial Life, and G. Edgerton Brown, assistant comptroller Sun Life of Canada. It is a preliminary study based on replies to a questionnaire prepared by the association's committee on quality business and submitted to member companies. Mr. Wood is chairman of the committee.

Among the data presented in the booklet are the practices of companies, methods employed to improve persistency, extent and use of the persistency rating chart, particular phases of persistency causing concern, use of statistical studies of lapsed and surrendered business, and departmental or individual responsibility for persistency.

Map Program for Life Counsel Rally

A program of two formal speeches and two panel discussions has been arranged for the spring meeting of the Association of Life Counsel at the Homestead, Hot Springs, Va., May 26-27.

Papers will be presented by Delmar Olson, assistant counsel, Mutual Trust Life on "Destruction of Records and the Use of Photographic Copies as Evidence in Lieu Thereof," and by Dudley Porter, Jr., assistant general counsel National Life & Accident, on "Freedom of Speech in Labor Relations."

Panel discussions will cover investment by life companies in income-producing real estate, and federal estate and income taxes and their effect on life insurance. Participating in the first will be Churchill Rodgers, associate general counsel, Metropolitan Life; Willis Satterthwaite, assistant counsel Penn Mutual; and Charles A. Van Orden, Life Insurance Assn. of America. In the second will be Warner F. Haldeman, associate counsel Penn Mutual; Clyde J. Cover, assistant general counsel Lincoln National Life, and Walter D. Freyburger, tax counsel New York Life.

The executive committee has advised that reservations be made early, as traveling facilities to Hot Springs by rail are limited.

Speakers for N. Y. State Meeting, Congress Listed

More than 1,200 are expected to attend the sales congress of the New York State Assn. of Life Underwriters at Hotel Statler, Buffalo, May 10. Maurice S. Tabor is general chairman.

The state association will hold its annual meeting May 9. Ernest H. Perkins is new state president.

Fred H. White, president of Buffalo Life Underwriters, Inc., will open the sales congress. Speakers include: J. Alford Billington, National Life of Vermont, Cleveland, "Programming;" W. P. Lynch, assistant director of field training of Prudential, "Inspiration Motivation;" Timothy W. Foley, general agent State Mutual, New York, "Merchandising Life Insurance Through the Use of Visual Aids;" Herbert H. Hill, Life of Virginia, Richmond, "Social Security Selling Slants;" Paul W. Cook, Mutual Benefit, Chicago, "Keyman Insurance—the Key to Opportunity," and Capt. A. A. Nicholson, assistant to vice-president, Texas Company, "Looking Ahead with Confidence."

Beers Business Up 116%

Clifford W. Beers, general agent in Rochester, N. Y., for New England Mutual, reports that his organization posted a 116% gain in new business the first quarter of this year over the same three-month period in 1946. It has already completed 43% of the assigned quota for the year.

N. Y. Life Is Winner

New York Life News was awarded second place in the cover contest of the Red Cross for company publications during the March fund campaign.

A Red Cross volunteer was the subject of the cover.

Supreme Court Denies Review

WASHINGTON—U. S. Supreme Court Monday denied certiorari in No. 1133 Banion vs. New York Life.

E. Carl Farmer, district manager of Prudential at Terre Haute, Ind., completed 45 years with that company in April. With the exception of a short stay in Illinois, his entire career has been in Indiana. He went to Terre Haute in 1905, becoming manager in 1923.

Henry M. Faser, Jr., Penn Mutual general agent at Boston, has been re-elected for four years as a director of Metropolitan Y.M.C.A. of Boston.

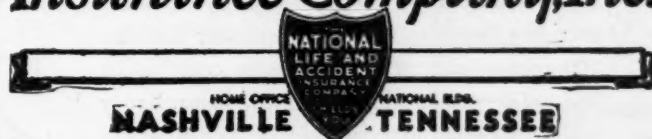
FIRST IN WAR... FIRST IN PEACE...

Life insurance, of course, was second to no other institution in the proportion of its man power and its money contributed to winning the war.

Now, in Peace, Life Insurance is pouring its funds into financing the necessary rebuilding of the nation's industry and the resumption of progress.

And, meanwhile, it continues to aid individuals with their own personal plans for security.

The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**



We Asked Ourselves This Question



What Is a Good Objective for Our Trade Paper Ads?



... the result was a new pattern for future messages!

THE OTHER DAY we sat down and tried to crystallize our ideas on trade paper advertising. . . . Naturally, the first question to arise was: "What is a good objective for our ads—what do we want them to accomplish?"

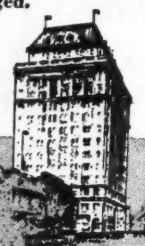
The answer set a new pattern for our future trade paper messages. . . .

We, like other progressive life companies, are vitally interested in building career underwriters. We feel that the whole future of the life insurance business must be built upon a sound foundation of full-time, professional agents.

Consequently, we have decided to make our trade paper ads a medium for sharing our thinking about "career underwriting." Some of our conclusions may be of general interest. Others may not. But, we feel this type of "advertising" can never be misconstrued.

And it may contribute something to the stature of the business in which we are all engaged.

● This is the first in a series of advertisements presenting ONE company's opinions on the subject of "career underwriting."



California-Western States Life Insurance Company

A Company of CAREER Underwriters ★ HOME OFFICE SACRAMENTO



The
LORD BALTIMORE
of BALTIMORE Street
an address favorably known to millions of travellers

Just a step from where you want to go—from the shopping, business, financial or theater districts. 700 rooms—each with tub-shower combination and radio—comfortably appointed, immaculately maintained—and Maryland cuisine to delight the epicure. Convenient garage facilities.

LORD BALTIMORE HOTEL

H. Nelson Busick, Managing Director
BALTIMORE AND HANOVER STREETS, BALTIMORE 3, MD.



Los Angeles Conference Hears Many Sales Ideas

LOS ANGELES—More than 800 life men turned out for the Los Angeles Life Underwriters Assn. sales conference. President Asa V. Call of Pacific Mutual paid tribute to the business and the men in it, decrying the effort of governmental social security endeavoring to supplant the security offered under the free enterprise system.

Charles E. Cleeton, general agent Occidental Life, reported on the action of N.A.L.U. directors at the midwinter meeting at Milwaukee. W. H. Siegmund, general agent Connecticut Mutual, program chairman, sounded the conference theme, "Our New Horizon," and said people have buying power now and pent up needs.

Debit Millionaire Talks

Sidney V. Mitchell, Jr., Prudential debit man, discussed "Debit Opportunities." He sold \$1,057,500 ordinary insurance and wrote 339 applications for combined industrial and intermediate contracts in 1946. His methods have six steps: A goal, a work schedule, a good steady prospecting plan, having a prospect in receptive mood when called on, presentation of the plan for the prospect, and then closing.

W. N. Hiller, Penn Mutual, Chicago, life member Million Dollar Round Table, spoke on "Prospecting and Motivating for Business Insurance." He told how to find the prospects and how to motivate them. Keep eyes and ears open for new situations and events that open the way for business insurance, he said, for prospects for business insurance can be found everywhere. All firms need it to protect their investment. The war has added many key men who are prospects.

Calling on prospects for business insurance, even if a sale is not made, is not time wasted.

Commissioner's Views

Commissioner Downey of California spoke on "Our Common Enterprise—The Insurance Department—The Companies—The Field Men." He said generally he felt in the last 15 years there had been too much government. Insofar as insurance is concerned, the purpose is to keep the business on a high plane of solvency and honesty and insure so far as possible good sense and fair dealing between companies and policyholders.

It is not the department's function to run the insurance business or interfere unduly with affairs of insurers or their agents. He said the business must be conducted on a plane higher than the minimum set recently by the U. S. Supreme Court through Justice Rutledge in *Robertson vs. California*. "... to protect the public from fraud, misrepresentation, incompetence and sharp practice which falls short of minimum standards of decency in the selling of insurance by personal solicitation and salesmanship."

Mr. Downey found little fault with the institution, saying department records show very few insurers are called on the carpet except for technical matters of accounting, and out of many thousands of life agents licensed a very small fraction of 1% ever cause trouble. He said rarely does the department foster bills to increase regulation of insurance, but these have been called for by the industry itself.

Notes Healthful Trend

Most people think government is encroaching on the liberties of individuals but this theory does not appear to hold true, particularly in California. Mr. Downey says this indicates those in the business are trying to raise its standards. He noted with interest the strong trend toward education of producers. In general statutory requirements have been wise, he said; they are better now than 20 years ago. Yet laws are no substi-

tute for sound management, for the latter is flexible and adapts itself readily to changing conditions. It is probably true that restrictive laws do more good than harm even though, for instance, they may be a detriment rather than benefit in restricting the power of sound management to invest funds. There is a "fringe" of insurers for which the restrictive laws must be retained.

The Life Insurance Managers Assn. was host at a luncheon in honor of speakers. There was a report on legislative matters by Kellogg Van Winkle, agency manager Equitable Society, legislative chairman California Assn. of Life Underwriters.

Income Idea Stressed

Harry N. Lyon general agent of Fidelity Mutual at San Francisco, spoke in the afternoon on "Tell the Truth Attractively." There is a demand for income in the U. S. and life insurance is the solution. This is the money income age; 5% of all incomes go into life insurance and 85% of all estates come from life insurance. Family income insurance is social security, he said. All his selling plans are predicated on the fact that some one is going to live.

Lawson W. Smith, superintendent National Life & Accident, took up "A Combination Man on a Debit." There are three things covering life insurance merchandising, service, prospecting and selling. The first is most important. The first thing he does in a call is to endeavor to sell himself to the family. He prospects while working his debit.

Vice-president Harry J. Volk, Prudential, in charge of the Pacific Coast operations, had the topic "Organizing for Maximum Sales." The amount of new life insurance paid for in 1946 was more than \$23 billion, or four times the total amount in force only 50 years ago, he said. This is adequate evidence of the work of the life agent and a real tribute to his belief and success. "The life insurance business has enjoyed great progress, but the opportunities of the future are even greater. It is expected that this nation will continue to grow at least until 1980 when there is some belief that the population will level off. What with growth in population and higher incomes, the responsibilities and the opportunities of a life underwriter are greater than ever before. With the new opportunities through increasing population and increasing wealth and with the proved soundness of our cause, new horizons for service are before us."

California Has Big Edge

He believes the opportunities in southern California are much greater. The west and southwest have gained and are continuing to gain largely at the expense of the rest of the nation, he said. In effective buying income Los Angeles is now third among cities of the nation, being surpassed only by New York and Chicago. California has 6.2% of the total population but 8.2% of effective buying income. Per capita income in southern California is 130% of the national average. In new life insurance purchased, California was second among all states in the union, with \$1,140,000,000 in 1946.

J. C. F. Merrifield, general agent Connecticut Mutual, Portland, Ore., was the final speaker, on "Life Insurance Is Religion." The agent should not detour in his presentation to his prospect and the prospect should be given every opportunity to tell his ideas of his needs. The agent can get business now, at once, without high pressure, if the prospect wants insurance and has the money to pay for it.

Keidel Elected V.-P. of Monumental

William H. Keidel, former agency manager of Monumental Life, has been elected vice-president.

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Home State Life Soon to Be Installed in New Home

Home State Life expects within the next two weeks to move into its new home office building at Sixth and Robinson streets, Oklahoma City. It will occupy the third and the third mezzanine floors of this five-story structure.

The building was put up as a Shrine structure in 1923 at a cost of about \$1½ million. It was purchased by Home State at a sheriff's sale for \$200,000 and has been converted into one of the most modern structures in town.

The work has been carried forward under the direction of Norman Morse, executive vice-president, and L. L. Hoecker, secretary. When completed Home State Life will have an investment of about \$1 million in the building.

The auditorium was converted into an unusually attractive movie house which is under lease, and is already operating as Home State theater. The first two floors are to be occupied by the telephone company. Most of the basement has been occupied for some time by the John E. Wolf Co.

Most Modern Equipment

The latest in air conditioning, fluorescent lighting, elevators, windows, flooring and soundproofing has been employed throughout. The main entrance is being terraced and pipes are being installed under the front walk for rapid removal of snow and ice.

Although Home State paid but \$200,000 for the building, it is investing \$275,000 alone in air conditioning.

This is said to be the largest remodeling job ever undertaken in Oklahoma City and it was the biggest sheriff's sale in the city.

Home State's own quarters are extremely attractive and circulation has been well worked out. Included is a recreation room for employees.

The entire structure embraces about 80,000 feet in office space besides the movie house. Of this Home State will occupy 20,000 feet. The company bought 175 feet of frontage on the other side of Sixth street, which is under lease to a parking lot operator, and this will provide accommodations for Home State employees and others working in the building.

Old Structure Sold

Home State sold its old building for \$100,000. It was formerly a funeral home which the company bought in 1931 and to which it made subsequent additions.

Home State is forging ahead at a good clip in the insurance field. It operates through district offices on the industrial plan and there is no division of supervision as between industrial and ordinary. It operates in its own state and in Texas. Insurance in force is now about \$69 million and it is making a net increase at the rate of about \$1 million a month. It will be 20 years old in 1949 and the objective is to reach the \$100 million mark in that year.

Joe D. Morse, father of Norman Morse, was the founder. He was an attorney and was persuaded that life insurance offered an inviting field so he undertook to get the financing. His son joined him soon thereafter.

Guardian Life Philadelphia Agency Now Tyson-Miller

Gordon S. Miller has joined the James A. Tyson agency of Guardian Life at Philadelphia. He will help develop a full time organization and extend the company's brokerage program.

The agency will now be known as the Tyson-Miller agency. He was introduced at a luncheon by Manager Tyson. Present at the luncheon were Guardian's agency vice-president, Frank F. Wiedenborner; and George L. Mendes, agency director, and general agents of other life companies.

Salesmen Told How; Riesenman Before Colorado Meeting

S. A. Riesenman, secretary of Security Life & Accident, discussed "Salesmanship and Sales Psychology" before the mid-year clinic and sales meeting of the Colorado Assn. of Insurance Agents at Colorado Springs.

He pointed out that the first thing a salesman must do is obtain prospects. "It is estimated," he said, "that from 50 to 90% of a salesman's success depends upon his prospecting methods but that the average salesman spends not more than 5% of his time prospecting."

"A good prospect is an asset. A poor prospect is a liability. A long list of names indiscriminately selected may prove to be the downfall of a salesman by causing him to spend hours of profitless work. The salesman should have a definite reason for every prospect card retained in his file."

"Time and effort spent in carefully searching for the better class of prospects and in cultivating their good will is far more productive and profitable," he said, "than time spent in calling on a number of persons whose names appear on a hastily prepared list. A systematic plan of selling must be backed by a systematic plan of prospecting. The salesman who has some place to go every hour of every day will work," Mr. Riesenman said, adding that "nothing will slow up a salesman or drive him into a slump more quickly than the lack of a place to go. It is almost as necessary to be an expert in the art of prospecting as it is in the art of selling."

Interviews Must Be Purchased

In the matter of arranging interviews, Mr. Riesenman said they must be purchased not necessarily with money but with something of value in the prospect's eyes. The offer or promise to the prospect must be made without delay, at the very outset, because, he said, on the impression made in the first few seconds depends largely whether the prospect grants the interview at all.

Mr. Riesenman told the salesmen to get into action quickly. Shape the sales talk around the troubles and pains the prospect is enduring and the losses he is suffering and then show him how he can ease or remove his troubles and pains or rectify his losses through the use of an insurance policy, he advised. He defined selling as "that function of fitting your policies to the elimination of your prospect's discomforts."

"The function of the salesman is not just to discourse eloquently on the joys and pleasures and delights that will accrue in the future through the possession of the policies he is selling. It is his job to make the prospect feel so uncomfortable in the present without his policies, that he cannot resist buying at once."

Sell Right Thing

It is very important, Mr. Riesenman said, to sell the right thing and to know what you are selling. The right thing to sell is that which your prospect wants most to buy. The more they want it the easier they are to sell.

He urged the salesmen to check over their sales presentation to see if they are selling the right kind of policy. To determine the right policy, he suggested three tests:

1. Do not sell that which already has been sold. Recitals repeatedly given of matters that we know and upon which we agree bore us.
2. Sell the differences between your policies and your competitors' policies. Build a want for the advantages you can supply.
3. Concentrate on the points necessary to make a sale. "It is better if there are not more than three for the fewer essential points there are the better because too many selling points in most cases tend to confuse the prospect."

\$702,309,289

Insurance in Force . . . a Gain of

30%

During the Single Year of 1946

Is that record of growth important to you? Could be . . . if you have a good record as a personal producer and are ready to step out and build an agency of your own.

Do you have organizational ability? Can you enlist, and direct men? Then why not give yourself a chance to magnify your abilities and your results by heading up your own office?

Continental Assurance . . . going places faster with one of the nation's finest organizations of aggressive producers . . . is ready to discuss an attractive agency plan with ambitious agents now ready to give their initiative and abilities full play.

One of Our Prominent General Agents Says:

"I would choose C.A.C. because I like its attitude of helping me make more money by satisfying old customers and more easily attracting new buyers."

Ask for the attractive Agency Plan offered by one of America's fastest growing Life Insurance Institutions.



Continental
ASSURANCE COMPANY
CHICAGO 4, ILLINOIS

affiliated with

CONTINENTAL CASUALTY COMPANY
TRANSPORTATION INSURANCE COMPANY

EDITORIAL COMMENT

Self-Regulation Must Regulate

Undoubtedly, we are in an era of self-regulation. That is, all organizations, all industries must assume the responsibility of regulating themselves so that there will be no injustice to the public and no discrimination against others in the same line of business. Insurance has already felt the hand of the government in this direction. It must so regulate its activities that there will be real conformity with the requirements of the government. Unless there is a determination on the part of all hands to do this self regulation in a trustworthy and conscientious way, the government, no doubt, will step in and do the regulating itself.

We have a very good example of this transpiring. Thirteen eminent men for three years have been studying carefully the so-called freedom of the press, radio broadcasting and the movies. These men were backed by a fund of \$215,000 for expenses. They wanted to know whether there was a free and responsible press. Those who conducted

the investigation were educators, philosophers, lawyers, a poet and a banker. They heard 283 witnesses. The expense was incurred by the magazine "Time" and the "Encyclopedia Britannica". They decided after this long investigation that press freedom beginning with radio and movies as well as newspapers and magazines, is in great danger. The investigators claim that the danger rests largely with the press and not with anything outside.

The committee stated that these agencies can do much constructive work along high grade beneficial lines or they can be of great detriment. It can endanger the people of the world. The committee stated that in a few cases the agencies were meeting their obligations in a very satisfactory way, but a great number were not. The conclusion was that unless these agencies took it upon themselves to do the reforming and regulation, the government would have to step in and do the work itself. That is an ominous statement.

a very modest amount of capital, in some cases practically none at all.

This development is also a result of the varying degree of strictness in the insurance laws and regulations of the different states. Though New York is generally regarded as the pace-setter in excellence of insurance regulation it is also true that virtually no companies have been started from scratch in that state in the last 50 years. States with less strict laws have cradled the infant companies, many of which after they were big enough to make the grade, got themselves admitted into New York and acquired the stamp of approval that is associated with a New York license.

The possibility that New York's degree of stringency is not an unmitigated blessing is recognized by Superintendent Dineen of New York, who has raised the question, pointing out the difficulty

of starting a stock company in New York and the virtual impossibility of organizing a mutual insurer. This situation also is a reminder of the benefits of the state rather than federal regulation.

Obviously if federal regulation were adopted it would have to be at a pretty high level of strictness, undoubtedly close to that of New York, Massachusetts, and other states regarded as leaders in this field. The result might well be to make it practically impossible to organize a new venture in the life or accident field. Even the established companies would not like to see this happen. The tendency under such circumstances is for the business to stagnate, for it is frequently the aggressive newcomers who bring about progressive changes in industry that are later adopted generally.

PERSONAL SIDE OF THE BUSINESS

Manuel L. Camps, general agent John Hancock Mutual Life, New York, has been elected a trustee of Knox School at Cooperstown, N. Y., one of the country's oldest schools for girls. It is both a college preparatory school and a junior college. Mr. Camps is also a trustee of Colgate University.

Thomas W. Cole, vice-president of the life agency department of Travelers, and **Clarence C. Cook**, assistant superintendent of agencies, have been visiting Los Angeles.

Thomas A. Lauer, district agent of Northwestern Mutual in Joliet, Ill., and past president Illinois Assn. of Life Underwriters, with his wife Saturday celebrated their 25th wedding anniversary. The event prevented him from attending the annual meeting in Chicago last Friday of the association and the Chicago sales congress on Saturday, affairs which he has not missed for many years.

John M. Caffrey, Chicago district manager of John Hancock, was host at a dinner dance of his Roseland district staff and the wives. This was in recognition of their achievement in winning a 1946 presidential citation of the company for production and conservation work.

John S. Thompson, president of Mutual Benefit Life, who is an official of Medical Service Administration, and Medical-Surgical Plan of New Jersey, has been elected an honorary member of the Medical Society of New Jersey, the first non-physician ever so honored. When the two organizations were created in 1938, Mr. Thompson, then actuary of Mutual Benefit, was requested to aid in their development.

Gustave Jay, Jr., of Newark, has qualified for the Million Dollar Round Table. His production has been in the estate and tax planning field. He is associated with the Harry Gardiner agency of John Hancock Mutual Life in New York City.

A 40th anniversary testimonial dinner was held to honor **Henry G. Schafer**, district manager of John Hancock Mu-

tual Life at Newton, Mass. He has spent his entire business life with the company, in home office and field. As district manager he opened the Somerville, Mass., office in 1937 and the Newton district in 1943.

DEATHS

Albert S. Cutler, vice-president of Charles D. Spencer & Associates, Chicago, an insurance public relations organization, died of a heart attack in an elevator of the Board of Trade Building, Chicago, Monday morning.



Albert S. Cutler

While he had been afflicted with heart trouble for a number of years and was turned down for military service on that score, he had not suffered any acute symptoms. His age was 38.

Mr. Cutler for 20 years was connected with THE NATIONAL UNDERWRITER. He started as an office boy. He developed a keen interest in insurance affairs and especially took a liking to life insurance and life insurance men. He was given an opportunity to try his hand at selling and had a knack for it. He became especially well acquainted with life insurance field men and was welcomed into their midst. He had a winning smile and in the course of selling gave counsel to his prospects on salesmanship ideas which he had acquired in making the rounds.

In January, 1946, Mr. Spencer, who had been associate editor of THE NATIONAL UNDERWRITER, and Mr. Cutler formed Charles D. Spencer & Associates. Mr. Cutler was starting to make life insurance calls when he died.

Ralph A. Gibson, 54, chief underwriter and assistant secretary of Occi-

Insurance Is Not a "Game"

Every once in a while when one engaged in the insurance business is introduced to someone with whom he is not acquainted, the reply may be, "Oh, you are in the insurance game, are you?" There is subtle reflection in this inquiry which is not complimentary. The inference is that insurance may be akin to some gambling proposition.

Insurance is far from being any kind of a "game". It is one of the greatest big businesses in the world. The largest financial institution in the entire world is an insurance company; Metropolitan Life. There are hundreds of millions of dollars invested in the enterprise. There are millions and millions of people that are protected by it.

It might be well when insurance is referred to as a "game" for a person introduced to give a brief explanation about the business and show why it is one of the gigantic, vital and most useful lines of enterprise that we have.

After all it is the people that are engaged in insurance that create its reputation. The vast majority of insurance people could well be classed in the highest grade. Insurance business is great and successful and hence, it must be managed and sold by great people. They, fortunately, predominate. We have some who are not capable of interpreting it to the public as it should be or looking after the needs of policyholders as they deserve. Fortunately, they are in the small minority.

Our government thought insurance was beneficial when it arranged for life insurance for the men going into service. In addition to its protective features, insurance is one of the greatest savings institutions that we have. Insurance is the basis of credit. It enables the people to go ahead with their work without fear. It provides a cushion for loss in many directions. It throws the mantle of safety about those it protects.

Keeping the Door Open to Newcomers

A phenomenon that would be amazing to insurance men if they were not so close to it is the remarkable growth of small life and accident companies in the last 40 years or so. Without singling out any company or group of companies it is only necessary to recall the great

number of companies that have been established in that period. Some have failed but the great number that have steadily gone ahead, many reaching very large proportions, is an illustration of what can be done by industry, intelligence and resourcefulness, coupled with

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May 2, 1947

mental Life of North Carolina, died suddenly on the golf course of the Carolina Country Club at Raleigh. Mr. Gibson, an employee of Occidental Life for 33 years, was active in underwriting and other insurance organizations.

Richard S. Brinkerhoff, 66, former newspaperman and for 22 years with Metropolitan Life, died at his home in Glen Ridge, N. J. He had retired in 1945 because of impaired health. All of Mr. Brinkerhoff's service with Metropolitan was as a writer in the information service unit of the publication division. Before that he was in newspaper work at Springfield, Ill., and at New York. He was graduated from Princeton in 1905.

David R. McClurg, 51, secretary-treasurer and one of founders of National Equity Life, Little Rock, died Sunday afternoon while playing golf at Little Rock Country Club. He was a graduate of the University of Michigan actuarial course, a fellow of the American Institute of Actuaries and a member of the Actuarial Society of America. He was active in civic affairs.

C. O. Milford, president of Franklin National Life, Greenville, S. C., died there of a heart ailment.

Less than a week after he returned from a Northwestern National Life agents convention, **E. C. Henkle**, 58, long an outstanding producer of that company in Minnesota, died of a heart ailment in Minneapolis.

Robert A. Gray, senior vice-president and treasurer of American Life of Birmingham, died. He was born in 1883 at Cincinnati and attended Yale. From 1926 until 1928 he had served as special agent for American Central Life. Then for two years he was vice-president and treasurer of American Security Life, and in 1930 was promoted.

Z. Starr Armstrong, agency secretary of Republic National Life, Dallas, died suddenly. Funeral services were held at East Dallas Christian Church.

Mr. Armstrong was very prominent in affairs of Life Advertisers Assn. and was a frequent speaker on life insurance subjects.

C. O. Milford, president of Franklin National Life, Greenville, S. C., and a former president of Southeastern Life, died of a heart ailment. He was chairman of the trustees of Furman University, past president of the South Carolina Baptist convention, and a past president of the Greenville Chamber of Commerce. He had been in the insurance business since 1918.

Jesse V. Hartlauer, 44, supervisor of New England Mutual Life's Pittsburgh agency, died suddenly. He was born in Dieterich, Ill., and received his education at Washington University. He entered life insurance in 1925 and went with New England Mutual in 1929 as office manager at Pittsburgh.

Owen D. Murphy, 65, retired Boston district manager of John Hancock Life and former president of the Boston Life Underwriters Assn., died at his home in Winthrop, Mass. He had been in the insurance business 40 years.

Millar Heads First Minn.

Mutual Agency in Wisconsin

ST. PAUL—Roy Millar, assistant superintendent of agents of Old Line Life, has opened an office in Milwaukee as general agent in Wisconsin for Minnesota Mutual. Mr. Millar will be the first representative in Wisconsin for Minnesota Mutual, which was recently admitted there.

Thomas Nagle, who for some time has been with Home Life at Detroit, has been appointed general agent for Minnesota Mutual at New Orleans.

Johntry C.L.U. Treasurer

The New York C.L.U. chapter has elected Vernon J. Johntry treasurer to serve for the balance of this year. He is a member of the management staff of the Bragg agency of Guardian Life.

Kill Vermont Tax on Surplus

Governor Gibson of Vermont has signed an act whereby a long existing tax on the surplus of life, fire and casualty companies domiciled in Vermont is repealed. The repeal passed both houses of the legislature with only one speech in opposition.

A commission appointed by Former Governor Proctor to consider new sources of revenue had unanimously favored the elimination of the surplus tax on insurance companies domiciled in Vermont as a discriminatory tax because outside companies doing business in Vermont escaped this tax burden. The 2% tax on premiums remains unchanged.

National Life of Vermont joined several Vermont fire and casualty companies in protest at the inequity of the tax. Deane C. Davis, vice-president and general counsel of National Life and Attorneys Walter J. Nelson and David W. Hoxie drew up a brief which convinced the commission that the tax was unjust. National Life will save nearly \$100,000 a year in its tax bill.

N. J. Industrial Agents Hint Strike in Wage Request

NEWARK—More than 2,000 industrial agents from all sections of New Jersey, employed by Prudential, Metropolitan Life and John Hancock Mutual Life, attended a meeting here called by the CIO United Office & Professional Workers, to demand a basic weekly minimum wage of \$50 for collectors, plus a \$10 weekly increase for those making \$50 and over. The present wage agreement of \$27.50 a week, plus normal commissions on sale of new policies, was embodied in a contract signed a year ago between the union and the companies. It still has a year to run.

It was hinted at the meeting that if the wage request is not granted by the companies, the New Jersey organizations will petition their national union to take a strike vote.

A number of resolutions were passed, among them being one "to apprise policyholders of their salary difficulties, and to accelerate an organizational drive among clerks and other personnel."

Indiana Leaders Group Is Holding Roundup

The Indiana Leaders Club with 244 qualifying members is holding its annual meeting Friday at Indianapolis.

Speakers for the afternoon meeting include Hobart Creighton, speaker of the house of Indiana, and Ray E. Hilgagad, legal editor of Research & Review Service; Horace Smith, Purdue.

Bernard Kilgore, president of Wall Street Journal, will address a dinner meeting.

Howard H. Meil, Equitable Life, Fort Wayne, is president of the club and will preside.

The Indiana State Association of Life Underwriters will meet Saturday to consider matters of business. Oren D. Pritchard, Union Central, is president.

New England Mutual Honorary Group Elects

New England Mutual Life Leaders Assn., an honorary organization elected Robert C. Newman, St. Louis, leading producer of personal life insurance, president; and Lowell D. Crandon, Newark, vice-president.

The executive committee consists of Owen P. Jacobsen, Dawson, agency, New York; G. Nolan Bearden, Hays & Bradstreet, Los Angeles; James M. Stokes, Philadelphia; Charles H. Weiss, King, New York, and Gordon D. Arupt, Portland, Ore.

The association will hold its annual meeting in mid-September at the Grand Hotel, Mackinac Island, following the company's general convention.

Complete Industrial Insurers Program

The program has been completed for the annual meeting of the Industrial Insurers Conference at the Cavalier hotel, Virginia Beach, Va., May 8-10. Registrations now stand at 260, far exceeding final registrations of any previous year. The hotel is booked to capacity, but conference officials say the overflow can easily be handled by nearby hotels.

The day previous to the conference, the executive committee will hold an all day meeting. The opening session on Thursday will feature general business reports, a talk on "Maldistribution of Insurance" by J. S. Gould, president Reliable Life and a talk by Harold R. Gordon, managing director Health & Accident Underwriters Conference.

On Friday morning, Rufus White, manager of Pilot Life at Greensboro, N. C., will speak on "Agency Turnover—a Problem." Bruce E. Shepherd, manager Life Insurance Assn. of America, will give "An All Industry Committee Report." Dr. Wilbur A. Lazier, director Southern Research Institute, will speak on "How Long Can You Live?"

Adjourn at Noon

As in the past, the sessions will adjourn at noon to provide for relaxation and informal discussions in the afternoon.

On Saturday the program will be started by W. A. Lonsford, director of agencies, Commonwealth Life, on "How Industrial Agents Produce Ordinary."

E. B. Stevenson, executive vice-president National Life & Accident, will speak on "A Security Program for Personnel." Deferred business will be taken up and election of officers will take place. The conference will adjourn Saturday noon.

To fill in the entertainment half of the conference days, on Thursday afternoon a golf tournament will be held at the Cavalier County Club. For those who don't play golf, a chartered bus trip to the Norfolk naval yard will take place. On Thursday evening there will be the past president's dinner with the speaker, P. Roland Wagner, humorist, speaking on "The Assurance of Insurance." Friday afternoon there will be golf or deep sea fishing, if the weather permits. Friday evening there will be a Virginia welcome party, given by the Virginia conference members. Then there will be a banquet with a nationally prominent speaker to be announced later. This will be followed by a dance.

Beside the trip to Norfolk and golf, the women will be provided a motorcade to Cape Henry and the experimental floral gardens. Friday afternoon there will be a bridge party in honor of Mrs. E. H. Speckman, wife of the president of the conference.

Convict Agent in Ohio for Unlicensed Dealings

Harry E. Knotzsch, 35, was found guilty Monday by the Lucas county common pleas court, Toledo, on six charges of selling insurance in Reliance Benefit Assn., Phoenix, Ariz., a company not licensed in Ohio. He was also found guilty on six charges of selling life insurance without being licensed as an agent. The Ohio department conducted the investigation which led to the arrest and prosecution of Knotzsch. Sentence has not yet been passed.

Drops Air Restrictions

Wisconsin National Life has eliminated the aviation restrictions on all policies with effective date of May 1, and after, except where there is a definite aviation hazard.

With the aviation exclusion provision being eliminated, the company will now require full details if the applicant has made or intends to make an aerial flight, so that the aviation risk can be determined.

Service

The institutions of Life and Accident and Health insurance are primarily ones of sales and service. We are building on that ideal with "Service" as our watchword.

Our Life and Accident and Health policies are salable and provide maximum coverage and protection to policy owners. Liberal agency commission contracts enable field representatives to build for the future.

We place a high value on human relationships as well as service.

WISCONSIN NATIONAL LIFE INSURANCE COMPANY
Oshkosh, Wisconsin

HALF a CENTURY of
PROGRESS

50th Anniversary

HALF a CENTURY of
PROGRESS

American Mutual Life Insurance Company

FOUNDED 1897

Des Moines, Iowa

HALF a CENTURY of
PROGRESS

LIFE AGENCY CHANGES

Bill Thurman Heads Mutual Benefit Newark Agency

Bill C. Thurman, who has resigned as 2d vice-president of Mutual Benefit Life, to take the post of general agent at Newark, was honor guest at a party given at the home office by members of the agency department with which he has been associated for 10 years. He was presented an electric desk clock.

Mr. Thurman took over his new position Thursday, succeeding Louis DeV. Day of Summit, who has been with the Newark agency since 1904.



Bill C. Thurman

The Newark agency now has more than 13,000 policyholders and \$114 million of life insurance.

Mr. Thurman has been a life insurance man since leaving school. In 1937 he joined Mutual Benefit as field service manager and in that capacity was instrumental, with three other men, in developing the Analograph, the company's programming procedure.

Haselton, Johnson Boston Team

Fern D. Haselton has been named co-general agent with William E. Johnson, Jr. at Boston for Mutual Benefit Life. He has been associate general agent there since 1943.

Before that he was manager at St. Louis and still earlier was assistant superintendent of agencies. While at the home office he was one of the men responsible for originating the Analograph. He started as an agent in New Hampshire in 1932.

Wood Dallas General Agent for Security L. & A.

Security Life & Accident has appointed Edward V. Wood as general agent at Dallas.

Mr. Wood for many years has operated the Edward V. Wood Insurance Service in the Irwin-Keasler building at Dallas and has been district manager for Maccabees.

Wood Joins Mass. Mutual

B. Frank Wood has become associated with Massachusetts Mutual as group supervisor. He will work through the Pershing Square Agency, New York, where Lloyd Patterson is general agent and the Brooklyn agency, headed by Thomas P. Allen. A native of New York, Mr. Wood has had four years of experience in charge of group sales and as a producer in the ordinary department of John Hancock and Travelers.

W. E. Irvin Supervisor

William E. Irvin of Bakersfield, Cal., has been named supervisor of the Earle V. Parker agency of Minnesota Mutual Life at Fresno.

Mr. Irvin, without prior insurance selling experience, wrote and had examined in excess of \$1,100,000 from September, 1945, until now and paid for in excess of \$900,000.

H. G. Bronson Advanced

H. G. Bronson, for more than nine years district agent at Green Bay for Massachusetts Protective and Paul Revere Life, has become general agent for 20 counties of north-central Wisconsin and upper Michigan. Arthur L. Lytle, state manager, and Lester Ellis, also of Milwaukee, installed the new agency.

Francis W. Quade, Eau Claire, has been named northwestern Wisconsin general agent.

Lane St. Louis Assistant

Carl H. Lane has been appointed assistant manager in St. Louis of Reliance Life under Manager Richard H. Bennett.

Mr. Lane, who served in the navy for three years, joined Reliance Life at Jefferson City, about a year ago. Previously he was with New York Life there about six years.

Home State at Amarillo

Home State Life of Oklahoma City has opened an office at Amarillo, Tex., and appointed H. C. Cook district manager. Mr. Cook was Tulsa manager until a year ago when the condition of his health forced him to become an application inspector. He has been with Home State 17 years.

This is the fifth district office of Home State in Texas, the others being at Wichita Falls, Dallas, Fort Worth and Tyler. There are 15 detached offices.

Great-West Names Two

Great-West Life has appointed George O'Connor supervisor at Indianapolis and Harold E. Stevens supervisor of the group and brokerage departments at Cleveland.

Tacoma Office Opened

Prudential has opened a new office at Tacoma, Wash., with Herbert V. Sorenson in charge.

Confederation Promotions

Confederation Life has named three new supervisors—W. A. Giles, sales planning; W. A. Hand, advertising, and P. I. Murray, public relations.

They will be associated with J. P. Costigan in the field service department.

George M. Cameron, at present registrar group sales, succeeds W. A. Hand as agency registrar.

It is a branch of the Seattle ordinary agency, under management of Austin Thayer. Mr. Sorenson joined Prudential in 1945 as an agent in his home town of Enumclaw, Wash.

Goodman Acting Manager

B. C. Goodman, has been appointed acting manager of the Pensacola, Fla., agency of Pan-American Life. He has been with the company for five years and succeeds the late J. C. Johnston. Mr. Goodman, for two years was secretary of the Life Underwriters Assn. of Pensacola.

McDonald Field Assistant

Richard L. McDonald of South Bend, Ind., has been named field assistant for Equitable Society. He is a graduate of Indiana University and the Purdue school.

COMPANY MEN

Wilkinson Heads Mutual Benefit Training Unit

Robert W. Wilkinson has been named assistant superintendent of agencies of Mutual Benefit Life. He will head the education and training division of the agency department.

Mr. Wilkinson has been field supervisor of Aetna Life, directing the sales training program at the home office. Prior to that he had been a salesman for Aetna Life at Grand Rapids. He is a native of Cleveland, and attended Hillsdale College and completed the courses of American Institute of Banking. He worked in a Grand Rapids bank before entering life insurance in 1937. He served on the committee on training of L.I.A.M.A.

Olyniec to Home Office Post with Washington National

Washington National has appointed Stanley Olyniec secretary to the executive committee. Mr. Olyniec has been Washington National general agent at Milwaukee since 1939. For five years prior to that he was group representative working out of the home office.

He is now president of the Accident & Health Underwriters of Milwaukee.

Reliance Life Promotions

Walter M. Brown of the underwriting department and William R. Gormly, of the personnel department have been elected assistant secretaries of Reliance Life.

Mr. Brown has been with Reliance Life 34 years, while Mr. Gormly started with the company in 1926 in the treasury department. The latter has been assisting in developing the training within industry program.

Charlton in Temporary Post

Dr. P. H. Charlton of Columbus is serving Midland Mutual Life temporarily as medical director, taking the place of Dr. A. R. Stone, who died recently. Dr. Charlton is assistant professor of clinical surgery at Ohio State University.

COMPANIES

Latham to Become Head of Texas State Life

Melburn E. Latham, director of the mutual assessment division of the Texas life department since 1939, except for three years in service with the military government division, will become president of Texas State Life of Dallas June 1. Mr. Latham served two years in Europe and has five battle stars.

He will be succeeded as director of

THE RIGHT MAN WILL BE GLAD HE SAW THIS AD (We need a State Agent for Delaware)

The 63 year old Franklin Life Insurance Company is about to commence agency development in the state of Delaware. The man whom we select as our Delaware State Agent must be a top notcher. He must have a background of successful personal selling experience, together with demonstrated ability to lead and handle men.

The opportunity, we believe, is one of the most attractive in the insurance industry today, since Franklin Life men have a unique record for making money. Last year our top 100 representatives averaged cash earnings of over \$18,000.00.

Inquiries will be held confidential.

THE FRANKLIN LIFE INSURANCE COMPANY SPRINGFIELD, ILLINOIS

Distinguished Service Since 1884

One of the 15 Oldest Stock Legal Reserve Life Insurance Companies in America



**The COLUMBIAN NATIONAL
LIFE INSURANCE Company**
BOSTON, MASSACHUSETTS

SPECIAL GROUP PRESENTATIONS

Home Office Personal-Advisor Service for Agents, Brokers

A NEW ENGLAND INSTITUTION

mutual assessment companies by Floyd Herring, who has been with the department seven years as assistant liquidator.

American Citizen Life Now Being Organized

RICHMOND—American Citizen Life is the name of a company being organized in the District of Columbia. It will be a running mate of Citizens Home of Richmond, which is headed by Mason Manghum, formerly counsel for the state corporation commission of Virginia. Mr. Manghum made known plans for organization of the new company while in Richmond last week. He has offices in Washington.

Citizens Home of Richmond writes industrial life and sick benefit lines. It is understood that the new company in the District of Columbia will confine itself to the writing of the same lines.

Ohio State Reports Gains

Ohio State Life's insurance in force increased \$3,648,576 the first quarter to about \$170 million. New paid business for the quarter was greater than the record volume of the same period last year.

Assets increased \$1 million to more than \$40 million and the total capital structure, including capital, surplus and voluntary contingency funds, reached \$3,831,294.

Mortality in the first three months was the most favorable in years.

Reserve Life of Dallas has entered Virginia to write life, accident and health.

MANAGERS

Jaqua Before Managers' Club at San Antonio

The golden era of 6% loans has passed, A. R. Jaqua, Southern Methodist University, told the San Antonio Life Managers Club. With high taxes and low interest rate, life insurance offers the only means to gain economic security and build an estate.

He talked on "Preliminary Training Outside the Agency."

W. C. Abbey, general agent Connecticut General, who introduced Mr. Jaqua, said the public is beginning to demand a better life insurance service and the objective of life agents should not be to sell more insurance but to serve his clients better.

Mr. Jaqua said an essential for success of new recruits is a money sense—not in the mercenary sense, but a desire to make money and willingness to do the things which must be done to make money. Mr. Jaqua does not favor

teachers, who, he believes, lack the money sense. The money sense, he believes, explains the high percentage of Jews who have reached high rank in life insurance selling.

In the old days, 40,000 men were recruited and 40,000 left the business, he said. Managers and companies hoped that some of "the mud thrown would stick." Now, unless life men want government intervention they must do a better job. They must better fit needs and instead of the \$1,000 clean up policy an adequate amount must be provided for hospitalization, medical service, family income and final rites.

In the marketing school, of 156 enrolled, 120 were veterans and 118 married. Most had either no previous experience or very little. In each call where there was a conversation with the prospect the call had a value of \$4 and when the advanced course has been completed the call has a value of \$5.83.

Detroit Life Managers Elect Wertz President

R. H. Wertz, Michigan manager of Reliance Life, has been elected president of the Detroit Life Insurance Managers.

William M. Milligan, Manufacturers Life is vice-president; Fraser E. Pomerooy, New England Mutual, secretary; Frank L. Klingbiel, Prudential, treasurer. Other directors are: Frank W. Simpson, Dominion Life; Henry J. McLaurin, Aetna Life; Cyril F. Grein, Union Mutual, and Arthur D. Sutherland, Home.

Mr. Wertz, who has been active in association and managerial work for several years, was largely responsible for the state conference sponsored by the Detroit association last November.

Golf Outing July 22

The Life Managers of Chicago will hold their annual golf outing July 22 at Elmhurst Country Club west of Chicago. The committee in charge of arrangements consists of F. J. Wood, Lincoln National; Ferrel M. Bean, John Hancock, and P. J. McNamara, Metropolitan. Many supervisors and assistants attend this annual affair, which winds up at a dinner.

Three Speak at Seattle

Three Portland agency heads addressed the Seattle Life Managers Assn. Monday. The speakers and their subjects were: A. M. Weaver, Sun Life of Canada, "Helping Each Agent Find and Keep Within His Own Levels;" Gordon Outpost, New England Mutual, "Agency Problems Attendant to Selling and Servicing Pension Trust Plans," and J. E. Barry, Occidental Life, "A Return to Fundamental Selling."

Credit Manager Talks

F. J. Amsler, credit manager of Scarborough's department store, spoke to the Austin (Tex.) Life Agency Cashiers Assn. on the purpose of credit and how a good credit rating may be maintained.

York Langton spoke on the "United Nations" at the April meeting of the Minneapolis Life Agency Cashiers Assn. Plans are being made for meeting May 6 with general agents and managers as guests.

RECORDS

OCCIDENTAL LIFE—First quarter gained nearly \$100 million of life insurance in force. The company had \$1,317,903,615 in force March 31, an increase of \$98,998,934 for the period.

Ordinary in force increased \$37,464,249 to \$852,232,235 and group climbed \$61,534,685 to a new all-time high of \$465,580,380.

UNITED OF CHICAGO—First quarter premium income increased 46% over last year.

ACCIDENT

Florida A. & H. Assn. to Hold Sales Congress May 17

The Florida Assn. of Accident & Health Underwriters will hold its spring meeting at Orlando May 17. The meeting will include an all day sales congress and luncheon, together with the regular business session. Election of delegates for the annual meeting of the National association in Boston in September is scheduled for the business session. Among those expected to attend the Boston meeting are H. Barrett King, World, president of the Florida association; S. D. Winn, vice-president, and E. M. Russell, treasurer.

Dr. Shearon to Speak

Dr. Marjorie Shearon, consultant to the committee on labor and public welfare of the U. S. Senate, will speak on "Governmental Invasion of Private Insurance Field" at the annual meeting of the Health & Accident Underwriters Conference at Omaha, May 28.

Dr. Shearon has long been associated with scientific research on trends and development relative to social legisla-

tion. She has been in government service since 1935, serving with the bureau of research and statistics of the social security board and the Public Health Service until 1945. She was research analyst for congressional committees until early this year. She has published several studies on social legislation and the encroachments of the federal government on private lives of individuals.

Limit Blue Cross Exemptions

LANSING, MICH.—Elimination of some of the statutory privileges of so-called "hospital service" organizations such as the Blue Cross plan is sought in a bill in the Michigan house.

It would strike from the law permission for service contracts to provide that, if contract hospitals are unable to accommodate a subscriber, emergency service may be provided in non-contract hospitals. A number of Michigan hospitals have withdrawn from the Blue Cross, contending that they were taking a loss on each Blue Cross patient and that this was placing a discriminatory financial burden on other patients. The bill also would limit a permissible contract clause, allowing service associations to make cash payments for home treatment and care if their hospitals cannot provide facilities, to a year's con-

OUR SIXTIETH YEAR

WE ADD ANOTHER *State*



... AND ANOTHER *Candle*

"Too old to dream"? Some may be. But—as we add our 60th Anniversary Candle we dream of the future and more important—we make dreams come true.

California, Colorado,—and now Minnesota. Three new states are added. Now they become a part of "the future" for Bankers Life of Nebraska men who look to the "agency know-how" of this "60 year young" company to make their dreams of the future come true.

Ask any Bankers Life of Nebraska man what HE thinks about HIS future—and you'll see what we mean.

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INSURANCE COMPANY
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THE UNITY LIFE & ACCIDENT INSURANCE ASSOCIATION

*Insures
The Whole Family*

Unity agents are equipped to serve every need for personal insurance. Juvenile policies our specialty.

E. R. DEMING
President

L. J. BAYLEY
Secretary

HOME OFFICE—SYRACUSE, N. Y.

tributions by the affected subscriber. The measure is expected to arouse considerable controversy, as the Blue Cross has shown considerable legislative strength in the past.

Higdon Wichita Speaker

The Wichita Assn. of Accident & Health Underwriters met April 29, with J. C. Higdon, Kansas City, president of Business Men's Assurance as guest speaker.

C. L. Gurney Is Reelected

CINCINNATI—C. L. Gurney, manager of Mutual Benefit Health & Accident, was reelected president of Cincinnati A. & H. Assn. In the past year the membership was more than doubled and it is the fourth largest association.

W. A. Rudd was elected vice-president and other officers were reelected. W. R. Dignan spoke on selling methods. "It is easier to sell the public on the need

of A. & H. insurance than it is to try to sell the agents on the tremendous importance of disability," he said. There will be one million more families in the U. S. in 1947, he commented, in pointing out the opportunities to make new sales.

Inter-Ocean Honors Scherr

Agents of Inter-Ocean are dedicating their sales effort in May to Chairman J. W. Scherr, whose birthday is May 6.

This is a traditional Inter-Ocean event, the month having been set aside in Mr. Scherr's honor for many years while he served as president. President's Month is now observed in September in honor of W. G. Alpaugh.

H. E. Hilton's U. S. Chamber of Commerce insurance department bowling team has won the championship of the national chamber, with an average score of 95, he says.

C. L. U.

Altick Urges Tax Ethics, Decries "Cute" Sales Ideas

The Los Angeles C.L.U. chapter heard Robert L. Altick, general agent of Massachusetts Mutual Life, talk on "Tax-centuate the Positive."

"There never has been a time when America needed men aware of the 'circumstances' surrounding her citizens more than she does today," he said. "She needs men courageous and unselfish enough to recommend positive action in the best interests of Mr. Citizen; she needs men who will not let salesmanship conflict with professional ethics."

He described as "cute," sales of insurance to circumvent taxes.

"If we stand by," he said, "and permit salesmen to continue the use of these cute tax dodges, we are letting them take life insurance off the pedestal and putting it to cheap and nefarious uses."

Lafin Jones Milwaukee C.L.U. Chapter President

Lafin C. Jones, assistant director of agencies of Northwestern Mutual Life, has been elected president of the Milwaukee C. L. U. chapter, succeeding Harry E. Roth, Prudential. George A. Knutsen, Mutual Life, is vice-president, and R. Wayne Allison, National Life of Vermont, secretary.

Observe 20th Anniversary

Speakers at a meeting of the Portland, Ore., C. L. U. chapter, marking the organization's 20th anniversary, were Freeman Essex, Northwestern Mutual Life; George W. Schoeffel, Standard of Oregon; and Stuart R. Strong, State Mutual Life. Subject for discussion was "Past, Present and Future of the C. L. U."

A meeting of the Denver C.L.U. chapter featured a report on the regional meeting at Dallas by John V. Hovey and C. E. Eddleblute. The balance of the meeting was devoted to plans to increase membership.

SALES MEETS

Stumm's District Managers Gather at Chicago

B. J. Stumm, Aurora, Ill., general agent of Northwestern Mutual Life, conducted his 16th annual all day conference of his district managers at Chicago preceding the annual meeting of the Illinois Assn. of Life Underwriters. Fourteen district managers attended. Plans for the year were discussed in open forum. A dinner closed the affair.

Mr. Stumm gathers his district agents and agents together once a month in meetings of one or more of the 14 districts covering 22 Illinois counties, and also holds an annual fall gathering.

His agency was fourth last year in paid for in all lines nationally in his company and second on a basis not including pension trust business. It is fifth so far this year and had a 76% increase in the first quarter over the same period last year. The 1946 paid volume was about \$15 million.

Seven of Mr. Stumm's agents last year qualified for the Million Dollar Round Table and four already have qualified this year. General Agent Stumm has 140 agents under contract. The leader is Roe Walker of Bloomington, district agent, who is a "millionaire." The other round table qualifiers last year were R. E. Costello, Champaign; T. A. Lauer, Joliet; Jack Stoltz, Bloomington; R. M. Kerst, Kankakee;

W. R. Winters, Champaign, and W. K. Pierce, Elgin.

Three of his men qualified for the company's Marathon Club last year with at least 100 lives, and one for the Million Dollar Club as well as Million Dollar Round Table; 14 for the \$750,000 Club, four for the \$500,000 Club, two for the \$400,000 Club, three for the \$300,000 Club, nine for the \$250,000 Club.

M. A. Carroll, Northwestern Agency Meet Draws 100

OSHKOSH, WIS.—More than 100 associates and guests of the M. A. Carroll Central Wisconsin general agency of Northwestern Mutual Life attended the annual spring agency meeting here.

Speakers included Erbin Harenburg, agency supervisor, Oshkosh, "Prospecting Methods That Work"; Carl F. Gelsinger, special agent, Beaver Dam, "Selling the Farmer and Small Town Business Man," and H. K. Schluetter, Appleton, "How I Paid for Over a Million in 1946."

Home office officials on the program were Ralph W. Emerson, assistant director of agencies, "Our New Series of Policy Contracts"; Howard Kundy, agency assistant, "Selling Our Service in 1947," and William B. Minehan, executive assistant, "Business Insurance—Plus."

Winners in various production classifications who were awarded government bonds as prizes, included Mr. Schluetter, Mr. Gelsinger, F. A. Huth, Seymour; Harold Patri, Omro, and George R. Wettengel, Appleton, won the district agents' cup.

Louis Schriber, resident trustee of Northwestern Mutual, was among the guests at the concluding dinner.

POLICIES

Mutual of Canada Adopts New Rates and Values

Mutual Life of Canada has adopted a new set of rates and guaranteed values. Premiums and values are based on the Cm (5) table with 2½% interest. Full reserve is given as cash value at the end of the 20th year or at a prior paid-up date.

There has been no change in the standard policy contracts, including settlement options; which were adopted in 1944. New participating premium rates are:

Age	Low Rate Life	End. \$	20 Yr. Pay. Life	20 Yr. End. \$	Life Inc. 65 (M.L.)	Life Inc. 60 (P.E.)
10	12.28	13.89	23.32	47.32	21.52	28.88
15	13.82	15.49	25.45	47.80	24.69	33.70
20	15.59	17.31	27.65	48.18	28.54	39.71
25	17.66	19.47	30.04	48.47	33.36	47.44
30	20.29	22.19	32.85	48.98	39.73	57.96
35	23.75	25.81	36.35	49.98	48.50	73.00
40	28.29	30.53	40.66	51.70	61.01	95.79
45	34.25	36.76	46.01	54.44	79.83	134.79
50	42.13	45.06	52.87	58.83	111.93	211.20
55	52.74	56.31	62.01	65.77	174.08
60	67.19	71.86	74.72	76.74
65	87.18	93.97
70	115.20	127.80

Issues New C.S.O. and A.E. 2½% Reserve Forms

Modern Life of St. Paul April 1 introduced policies on the C.S.O. 2½% and American Experience 2½% bases. Annual premiums at quinquennial ages are:

Age	C.S.O. 2½%		Amer. Exp. 2½%	
	20 Pay. Life	Mtg. Red. 20 Yrs.	Ord. Life	20 Pay. Coop. Life Invest.
10	\$26.06	\$76.15
15	28.58	\$16.82	\$81.78
20	31.54	\$ 6.82	18.59	30.17
25	35.11	7.43	20.78	32.48
30	39.56	8.35	23.55	35.20
35	45.35	9.20	27.11	38.50
40	53.35	10.77	31.76	42.57
45	65.31	13.43	37.96	47.80
50	85.06	46.40	54.81
55	122.39	57.95	64.47

These policies, except for the mortgage redemption plan, are participating. Premiums on the 20 year mortgage re-



To the Career Underwriter

THE PAN-AMERICAN LIFE OFFERS...



Participating Plans.



One of the most liberal



Agency Contracts in America.



A Recruiting Plan

and Special Training for New Fieldmen.



A New System,



relieving General Agents from detailed Agency Accounting.



Effective Sales Aids and Policy Illustrations.



Prospects for Insurance

furnished through a Proven System.

OVER A QUARTER OF A BILLION IN FORCE

For Information Address:
CHARLES J. MESMAN, Superintendent of Agencies

PAN-AMERICAN LIFE INSURANCE COMPANY

New Orleans, U. S. A.

CRAWFORD H. ELLIS, President

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Executive Vice-President

KENNETH D. HAMER
Vice-Pres. and Agency Director

An Emblem of Distinction



Sound business management and very low mortality have given Lutheran Mutual the distinction of being one of the very lowest net cost companies in the United States.

Inquiries, regarding agency openings, are invited from Lutherans.

LUTHERAN MUTUAL LIFE INSURANCE COMPANY

Waverly, Iowa

demption policy are payable for 15 years. Also issued is a 15 year mortgage redemption policy requiring 11 premiums and a 10 year plan with seven premiums.

The juvenile estate policy, participating, provides \$1,000 insurance to age 21, increasing at that time to \$5,000 for the same premium (subject to evidence of insurability) for life. Annual premium at age 0 is \$41.35; age 5, \$47.56; age 10, \$55.06.

CHICAGO

VETERAN PRODUCERS HONORED

Two veterans of the Jamison & Phelps agency of Northwestern Mutual in Chicago were honored at an agency luncheon Monday. Richard M. Heffer, top-producer in the agency last year, who also has led in many previous years, has completed 35 years' service in the Chicago office. Charles M. Wilber joined the Kansas City agency 25 years ago and transferred to Chicago in 1927. Both were presented company service buttons.

Howard Cundy of the agency department at the home office outlined new sales helps made available by the company. Clifford A. Seys, Grand Rapids, life-member Million Dollar Round Table, discussed methods by which he produces much of his volume by having well-to-do applicants buy policies on the lives of children or grandchildren without retaining any incidents of ownership.

PARKINSON SPEAKS MAY 19

President T. I. Parkinson of Equitable Society will be in Chicago May 19 to give his annual "Par for Parkinson" address. The event will be held at the Drake hotel. Director of Agencies W. L. Gottschall will be in charge.

Bar Housing Investment in Mich. by 40,000 Votes

LANSING—Despite the apparent lack of any concerted campaign to discredit the proposal, Michigan voters rejected on April 7 a constitutional amendment to make possible large life company investments in housing projects in the state by a vote of 247,948 to 209,159.

The vote against the proposal appears to have been piled up chiefly in rural areas, probably due to distrust by farm voters of any relaxation of the bars against non-resident corporate purchases of farm land and resulting absentee ownership of considerable tracts.

Capital Gains Ruling

WASHINGTON—Ruling on the taxability of a beneficiary under a trust which meets requirements of section 165(a), internal revenue code, the internal revenue bureau holds that "a distributee of an exempt employee's trust is entitled to the long-term capital gain treatment for" in the section "with respect to distributions (in excess of the amount contributed by him) on account of separation from service if the balance to his credit at that time is paid in one taxable year of the distributee, even though some distributions may have been made to the employee in prior years in accordance with the provisions of the plan of which the trust is a part. Such treatment is equally applicable to a beneficiary of a deceased employee," the bureau added in I.T. 3847.

N. Y. SUBURBAN HOME FOR SALE

Built 1941, four bedrooms, two baths on second floor. Powder room, sturdy, fireplace, on first floor. Venetian blinds, picture window. Large plot, shade trees. Insulated, gas heat. Would consider trade for comparable Chicago suburban home. Box L-64, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

NEWS OF LIFE ASSOCIATIONS

Hold Four-City Congress in N. C.

The annual sales congress of the North Carolina Assn. of Life Underwriters was held on successive days at Raleigh, Greensboro, Charlotte and Asheville, with William T. Beatty of Raleigh, association president in charge.

Speakers included Commissioner Hodges, "Your State Insurance Department;" Charles J. Currie, Mutual Life, Atlanta, "The Value of Association Membership;" Timothy W. Foley, State Mutual Life, New York, "Yes, I Sell My Friends;" Ralph G. Boshier, Jefferson Standard Life, Norfolk, Va., "Helpful Hints in Selling;" John M. Hammer, Massachusetts Mutual Life, "Simplicity in Life Insurance Selling;" and A. Rogers Maynard, superintendent of agencies for the southeastern territory of Metropolitan Life, "Open the Door."

Cook Reviews Advantages of Deferred Compensation on Key Men for Detroit Group

DETROIT—Sales to corporations can be increased by showing them how insurance can help them retain key employees without a straight employment contract, according to Paul W. Cook, general agent at Chicago for Mutual Benefit Life, in a talk at the April meeting of the Detroit Life Underwriters Assn.

Corporations wishing to provide deferred compensation for key executives when they retire should be told the income tax advantages and the ultimate low cost of letting insurance do the job, Mr. Cook asserted. He stressed the importance of selecting as prospects those corporations financially able to provide retirement income for their executives out of surplus. Such corporations then can be shown how life insurance achieves that objective.

In addition, Mr. Cook pointed out, insurance provides a limited continuation of salary to the widow of any executive who dies before retirement.

William M. Milligan, president of the Detroit chapter and general agent of Manufacturers Life, summarized the accomplishments of the American College since it was founded.

C. Carroll Otto, general agent of Mutual Benefit in Detroit, introduced Mr. Cook.

Peak Attendance Seen for Texas Meeting, June 6-7

HOUSTON—Six nationally known life insurance executives and producers are on the program for the annual convention of the Texas Assn. of Life Underwriters here June 6-7, which is expected to establish a new attendance record.

The convention will be preceded by a meeting June 5, of the Texas Leaders Round Table and by meetings of the general agents and managers section and of the Industrial Leaders Round Table on the morning of June 6. The opening general session will be held that afternoon.

Convention highlights were announced by E. Dale Shepherd, Jr., Connecticut Mutual Life, immediate past president, who is chairman of the committee on arrangements.

The speakers, with a few still to be named are: Dwight L. Clarke, president Occidental Life and president of the American Life Convention; W. R. Jenkins, vice-president, and David W. Ashley, Fort Worth star producer of Northwestern National Life; Charles E. Seay, Southwestern Life, Dallas, member of Million Dollar Round Table; Grant Taggart, California - Western States Life, Cowley, Wyo., million dol-

lar producer and former N.A.L.U. president, and Jack A. Nussbaum, Massachusetts Mutual Life, president Milwaukee Assn. of Life Underwriters.

Mr. Shepherd said that on the basis of advance registrations attendance would establish a new high of 600.

Pennsylvania Caravan Sales Congress Draws Big Crowds

The Pennsylvania Life Underwriters Assn. caravan sales congress, covering Wilkes-Barre, Reading, Johnstown and Erie, brought out an audience of about 2,000 in its four sessions.

Speakers were Stanton G. Hale, superintendent of agencies in the eastern division for Mutual Life; Lester O. Schriver, general agent for Aetna Life at Peoria, Ill., and past president of the National association; Charles J. Malloy, training supervisor in Pennsylvania for Metropolitan, and Isaac S. Kibrick, New York Life, Boston.

Mr. Hale declared that the public is demanding insurance service on a professional plane, and techniques in selec-

tion and training have improved in the last 10 years to meet that demand. He said that an insurance policy is "a miracle of paper and ink." The agent has a duty to impress a man with the importance and need for arranging his financial affairs to care satisfactorily for the future of his family.

Mr. Schriver spoke on the future of life insurance, saying that it is the most important investment a man can make. It is a service in the public interest and producers will have to raise their sights, he said.

Mr. Malloy discussed social security, illustrating his talk with cartoons. Methods used in the approach were reviewed by Mr. Kibrick.

Grand Rapids Prospects Get Chance to "Talk Back"

Seven prospects, business men and civic leaders, were given an opportunity to give their evaluations of insurance salesmen and their work at the April meeting of the Grand Rapids Assn. of Life Underwriters.

Those who were asked to "praise or criticize" were: Rev. Edward A. Thompson, Park Congregational Church; Mrs. Julius Amberg, representing



**NOT
WHAT KIND,
BUT
HOW MUCH?**

NO ONE ever asks what kind of life insurance he owned. Everyone wants to know *how much* he left.

If that's the first thing they ask when he dies, isn't it the first thing *he* should ask when he buys?

We thought so. That's why we make \$15 a month Family Income available on Five Year Renewable and Convertible Term Insurance.

It only takes \$203.70 a year at 35 to guarantee his family \$150 a month for 20 years from date of issue and then \$10,000 in cash.

Initial rate—\$6.55 per \$1,000.

OCCIDENTAL LIFE Insurance Company
of California ★ V. H. JENKINS, Senior Vice-President

"We pay lifetime renewals—they last as long as you do"

Woman's City Club; Dr. W. B. Vermulen, representing Kent County Dental Society; Adrian P. Kuiper, president western Michigan chapter C.P.A.; Dr. W. A. Hyland, president Kent County Medical Society; Gerald White, president Grand Rapids Bar Assn.; N. J. Harkness, president Grand Rapids Chamber of Commerce.

The speakers were introduced by Henry C. Martens, program chairman, who stated prospects were given an opportunity to "talk back" to the man with the rate book.

University of Nebraska Professors Lincoln Speakers

LINCOLN, NEB.—The life insurance salesman should be sure that the customer is fully informed about his policy so that he understands every angle of its worth and meaning, Prof. Curtis M. Elliott of the University of Nebraska told the Lincoln Assn. of Life Underwriters. He urged that salesmen use meticulous care in every case to make certain the policy sold serves the cus-

tomers' needs and is within his income. Prof. Clifford M. Hicks, also of the University of Nebraska, speaking on "Investment Values in Insurance," recapitulated the price variations of the last 50 years in stocks and bonds, as opposed to the guaranteed values of insurance investments. He pointed out the tax differentials between private investments and insurance values.

Plan Wis. Annual Meeting

SHEBOYGAN, WIS.—George A. Knutson, Mutual Life, Milwaukee, spoke on the professional status of the life man and his responsibility to the community which he serves, before the Sheboygan Assn. of Life Underwriters.

Plans were discussed at the meeting for the state convention of the Wisconsin association here June 12-13. Richard E. Imig, Sheboygan, state president, said several nationally known speakers will address the 400 to 500 agents who will attend the meeting and sales congress.

Chairman of the local convention program committee is William Zeinemann. The sales congress committee is headed by Frank McNamara, Waukesha.

Caravan Visits San Diego

The southern California caravan of the Life Underwriters Assn. of Los Angeles gave its program at San Diego with about 250 in attendance.

Harry J. Volk, vice-president of Prudential in charge of the Pacific Coast operations; Walter L. Hiller of Chicago and J. C. F. Merrifield of Portland, Ore., all of whom spoke at the Los Angeles association conference, gave the same talk at San Diego.

Caravan members participating included President Troy M. Ziglar, Ervin Gillespie, John H. Drummond, James Smith, Jr., Rupert M. Adams, Howard Neal, Paul Behrmann and H. R. Van Cleve.

Two New N. J. Units

Middlesex County Life Underwriters Assn. has been organized in New Jersey with Albert F. Graulich of Metropolitan Life as president and Elizabeth Life Underwriters Assn. has been formed with Barr Stevenson, Prudential, as president.

Lawrence, Mass.—The Merrimack Valley association has been organized here by life men from Lawrence and nearby towns to become a unit of the Massachusetts and National associations. Thirty agents form the initial membership. Harry F. Harris, Prudential, Lawrence, was elected president; Joseph F. Walch, Jr., Aetna, vice-president; Henry P. Mini-

chiello, Prudential, secretary, and Joseph Cardella, John Hancock, treasurer, all of Lawrence. The organization meeting was addressed by Merle G. Summers, Boston general agent of New England Mutual Life, and Donald F. Nesbitt, president of the Massachusetts association.

Joliet—J. M. Caffrey, Chicago, district manager of John Hancock and president of Life Agency Managers there, talked at the "Outlook Southwest of Chicago" at the monthly luncheon meeting. He noted 2,500 homes under construction in Chicago south of 79th street as evidence of opportunities for selling life insurance.

Hartford—Laurence J. Ackerman, dean of the school of business administration at the University of Connecticut, conducted a panel discussion on "Closing the Sale." The panel included Paul T. Ruesch, Prudential, Waterbury; Sherris S. Eberth, Travelers, New Haven; Kenneth V. Robinson, New England Mutual, Waterbury, and Wilbur S. Pratt, Northwestern Mutual, Hartford. The state sales congress will be held here May 14.

Minneapolis—A large group turned out to hear W. Rankin Furey, vice-president and director of agencies of Berkshire Life, talk on "The Career Underwriter—1947."

Niagara Falls, N. Y.—The Niagara Falls Bar Assn. joined in the April meeting to hear Bert E. Espersen discuss estate planning and the need for estate conservation.

Elmira, N. Y.—Gordon M. Ridenour spoke at the monthly luncheon meeting.

Milwaukee—Nathan H. Weiss, Mutual Life, Chicago, spoke on "Making Dreams Come True." He emphasized the importance of the emotional appeal in selling. Fourteen new members were introduced by President Jack Nussbaum.

Minneapolis—The annual meeting and outing will be held June 9 at the Golden Valley Golf Club.

Kokomo, Ind.—Lowell L. Newman, Penn Mutual, Fort Wayne, spoke on "Maintaining Production."

Oklahoma City—With more than 80 in attendance, speaker was Dix Teachener of Kansas City, who spoke on "Business Insurance," giving highlights from his experience in producing \$1 million a year for the past 25 years for Kansas City Life. A nominating committee was named to report at the next meeting.

Astoria, Ore.—A new association has been organized with A. J. Antonich as president and R. J. Hanson, secretary. Members will be invited from Astoria, Warrenton, Seaside, Vernonia, Westport and Clatskanie.

Elmo Shanahan, Portland, president of Oregon association; Richard Atherton, Portland president, and M. G. Horn, state membership chairman, helped launch the association.

Green Bay, Wis.—Joseph Betker, Waukesha, spoke on "Business Insurance" at the monthly meeting of the Northeastern Wisconsin Association.

Wausau, Wis.—John E. Forester, former Milwaukee trust company official who recently became associated with the Yawkey Lumber Co. of Wausau, spoke on "Life Insurance and Taxation" at a luncheon meeting of the Wisconsin Valley association.

Manitowoc, Wis.—C. L. Buchholz, social security board, Sheboygan, told of the work of his department. He complimented the life men on explaining social security benefits to many persons with whom they have come in contact.

Bay City, Mich.—J. L. Lee, Detroit, manager of Phoenix Mutual, formerly of Bay City, said every insurance salesman should "diagnose" a prospect's security needs and then "prescribe" the adequate program to meet his particular situation.

Kalamazoo, Mich.—Russell H. Moore, Lansing, regional manager of Mutual Benefit Life, explained some of his selling methods. He stressed particularly his rule of never visiting a prospect until he has talked to him by telephone and picked his interest and arranged an interview. His topic was "Let's Get Excited."

Toledo—New officers elected are: President, Edward F. Madden, Prudential; first vice-president, Charles W. Furey, Aetna Life; second vice-president, Kline Baer, Reliance Life; trustees, Howard A. Karste, Massachusetts Mutual; William H. Mauk, Aetna Life; Floyd A. Rosenfeld, Connecticut Mutual.

Charleston, W. Va.—Roy G. Diepbrock, chief underwriter of Peoples Life of Washington, addressed a luncheon meeting. He outlined how policy issuance could be expedited, and the re-

STRENGTH
A study of this company and its record shows that Liberty National Life Insurance Company meets the qualifications of managership, system, and strong financial position which go to make a strong, safe company.

LIBERTY NATIONAL
Life Insurance Company
ORGANIZED 1900
BIRMINGHAM, ALA.

LIFE REINSURANCE

North American Reassurance Co.

LAWRENCE M. CATHLES, President

110 East 42nd Street

New York 17, N. Y.

tion ratio reduced to a minimum by careful observance of underwriting rules.

About 75 attended, including the officers of the West Virginia state association. A state association board meeting was held and final plans were laid for the sales congress at Bluefield, June 13-14. C. Dusty Rhodes, chairman of the committee on arrangements, presented a progress report.

Kokomo, Ind.—"Good salesmanship involves the stating of a fact definitely and simply rather than a long, detailed sales technique," Lowell L. Newman, Fort Wayne general agent of Penn Mutual Life, said. "Most details are superfluous and provide the basis for objections. Twenty-minute sermons convert souls and short sales talks sell life insurance."

Jacksonville, Fla.—W. J. Hamrick, agency vice-president of Gulf Life, spoke on "If I Were Your Prospect." There were more than 100 present.

Springfield, Ill.—Francis J. O'Brien, director of sales promotion of Franklin Life, spoke on "Life Insurance Values in a Changing World." W. Lee Shortridge, program chairman, introduced him. Helke Rust, W. J. Roberts and C. R. Souza were named as a nominating committee to prepare a slate for the annual meeting.

Louisville—Arthur F. Priebe, Penn Mutual Life, Rockford, Ill., is speaking Friday on "Sensible Programming."

Springfield, Ill.—William T. Beadles, professor of economics and business administration Illinois Wesleyan University, addressed a luncheon meeting on "The Business Side of Life Insurance." He is a C. L. U. He showed how the problem of protecting a business parallels the problem of protecting the human life value. Using appraisal, depreciation, sinking fund, conservation and capitalization as illustrations, the speaker brought out the fact that life insurance covers all of these phases in protecting the life value of a man.

Debit Men Star at Illinois Round Table

(CONTINUED FROM PAGE 4)

make a sale, he said. Remember the power of compliments and the value of agreeing and not arguing with the client. The sales talk should be a discussion with agreement in mind instead of contradiction, he said.

No successful salesman ever considered his customers suckers and was without faith in people. The customers realize when they are being soft-soaped and it is the good will they sense in the salesman that attracts them to him, Mr. Tomlinson declared. Many agents take themselves too seriously. When a man cannot laugh at himself it is time for introspection.

Weiss Calls for Simplicity

Nathan Weiss, Persons agency, Mutual Life, Chicago, said that selling life insurance should be a simple presentation with as little complication as possible, so that the intent and purpose cannot be misunderstood and not clouded by any mechanics that do not make the sale.

A man buys life insurance with his heart and regulates the emotional reasons by his brain because of a desire to protect someone he loves, Mr. Weiss said. This emotion must be aroused and stimulated in a manner which will coordinate his dreams and ambitions with his thinking.

One of the saddest spectacles to be seen in the business is that of a young man with good prospects suddenly yielding to the spell of actuarial science, or developing a blind passion for some highly technical, little used branch of underwriting which, by its nature, automatically brings production down to the starving point. The dramatic effect of any presentation is heightened by its simplification, he said.

He said professional pride in the work is important if the agent is to make any progress in the community. The agent must show he believes in his work in everything he does or expresses.

E. M. McConney Diagnoses Economic Ailments

DALLAS—Solutions to two current problems—how to find security without slavery and how to find leadership without hatred—confront this generation, and their discovery requires that "we remain true to our historic and traditional philosophy of individualism and our way of life."

This was the message conveyed by E. M. McConney, president Bankers Life of Iowa, to 300 business leaders and insurance men. Mr. McConney spoke on "Today—Handmaiden to Tomorrow," at a joint meeting of the Dallas Assn. of Life Underwriters and the Dallas Chamber of Commerce.

Mr. McConney dwelt on the age-old urge for security and offered the conclusion that "work and production of goods are the best known means by which to improve our living standard and hence security." Then he added: "Tomorrow's leadership must provide a private enterprise system since that is the foundation on which America can continue to develop risk, venture and opportunity."

Political Struggle Not New

"There is nothing new," said Mr. McConney, "about the struggle between political freedom and political slavery. What is new is that for the first time in several decades the proponents of freedom have been thrown on the defensive. Vast elements of our population seem ripe for unscrupulous manipulation and false ideologies based on 'let government do it all.'"

"There is no longer a hunger in our souls because too many individuals have failed to exercise the self-restraints and self-discipline which are necessary if individual freedom is to be socially tolerable. Rather there is evidence of increased selfishness expressing itself through benefits to be assured at the expense of others through that impersonal body—the government."

The correction of that attitude is "up to each of us—not some vague 'other fellow,'" continued Mr. McConney. "It is we who will decide if it will be a world in which life is dominated by bureaucrats who, with legalistic brassieres, try to make the tightest restriction look most promising, and in which government is jealous of private enterprise and is careful not to encourage it lest it challenge the power of the bureaucrats."

Leadership Necessary

To do so, said Mr. McConney, calls for leadership and organization ability "that will provide opportunity for young men to amount to something under their own steam, for that is what made our country great. Such leadership is necessary to take us into that new industrial revolution, which is marked by management's efforts to win public understanding and then support. Its accomplishment will make possible the fuller enjoyment of the benefits of mass production while deepening the sense of responsibility and inter-dependence of industry, labor and public."

"So it is our turn now to scale a new height—to find security without slavery and to find leadership without hatred. Too long already we have whined passively for freedom from something—from government interference, from fear, from insecurity. Real freedom is not freedom from every restraint; that would be anarchy. The essence of freedom is not so much a right as a duty. Let us set our faces towards freedom for something—for the privilege to create, to serve and to succeed."

Thomas at Wis. Rallies

Allen C. Thomas, Jr., assistant counsel of Penn Mutual Life, represented the

home office in Philadelphia at the 100th anniversary party for policyholders and friends at Milwaukee, sponsored by the J. Douglas Grannis agency.

Warren F. Coe, general agent at Oshkosh, was host to policyholders in that area, and Bissell A. Bradley, Wausau general agent, in the western part of the state. Mr. Thomas also spoke there and the centennial film was shown.

Doom Fair Practices Bill

LANSING—The Michigan senate has sent the fair trade practices bill back to committee, apparently with a view to killing it. At the hearing several insurance spokesmen appeared against it including Norman Reynolds, counsel for Michigan Life Underwriters Assn.



FOR GENERAL AGENTS:

A SPRING CORN PLANTING SECRET

In 1947 Iowa farmers expect to produce another bumper corn crop—their secret—GOOD SEED . . . GOOD SOIL . . . GOOD CULTIVATION.

The General Agent's secret for growing a happy, successful and effective life insurance salesman is also GOOD SELECTION . . . GOOD INITIAL TRAINING . . . plus the best in CONTINUED SUPERVISION.

Central Life is vitally interested in the effective and full development of each man in its field force.

The finest rewards for policyholder, company, general agent and field man in the years ahead will result from the better selected and better trained life underwriter.

CENTRAL LIFE ASSURANCE SOCIETY (MUTUAL)

HOME OFFICE • DES MOINES 6, IOWA

IN THE HUB OF THE MIDDLE WEST
"WHERE THE TALL CORN GROWS"

MORE THAN 60%

87% of Life of Virginia's 1,460 full-time field representatives qualified for the Company's conventions held during April at Hotel Sevilla-Biltmore, Havana, Cuba, and Whitehall, Palm Beach, Florida. (432 of these representatives each earned sufficient qualification credits to take a guest at the expense of the Company.) Qualification for these conventions was based on production and conservation.

The increase of insurance in force made by Life of Virginia in 1946 was 2½ times greater than the gain made in any similar period in its 75 year history.

Life of Virginia attributes this remarkable record to the high quality of its representatives and to their enthusiasm for the insurance plans they are offering to the public.

LIFE Insurance Company of VIRGINIA

Richmond, Virginia

"The Natural Bridge to Security"

Bradford H. Walker
Chairman of the Board

Robert E. Henley
President



Home Office: Richmond
Established 1871

Responsibilities of Management Chicago Conference Topic

(CONTINUED FROM PAGE 6)

called to the Pacific Coast. Mr. Walter discussed the business insurance field. What should an agency head do to assist his agents to sell business insurance



Harry G. Walter

that he does not do in regard to the sale of a program or package? he asked. Actually there is no essential difference in the nature of the cooperation required.

Both Walter and Hiller are C.L.U.'s, and the former said if they learned anything in gaining that designation it was that there is no substitute for continuous study and training. Management, he said, can foster continuous training activity by providing the agents new usable sales ideas, latest information as to legislation and taxes. This service should be given as well to experienced agents, for some go off on tangents, specialize and may get out of touch with other fields. A "balanced diet" is needed, he said, a broad diversification of business, otherwise the agent may starve in between cases and be forced out of the business.

Personal discussion with the agent he considers the highest type of instruction. A periodic agency meeting is a

good thing, but a 15-minute discussion with the agency head or supervisor about a specific case may be individually far more helpful.

Mr. Walter in conclusion said there is a vast field open to agents in selling key man insurance today, that there is greater need for it now than for any other form of protection.

Clifford L. Lundgren, Equitable Society agency manager, Detroit, an outstanding agency organizer, discussed management from the manager's viewpoint. Emphasis is being placed on the manager's job, he noted. Ordinary life production gained about 55% last year, and reports are that agencies are gaining 30 to 70% this year.

He said it appears that managers are measuring up to their jobs now; figures seem to indicate so. Yet there should be no complacency. It is time to take stock.

Finds Management Not Easy

Mr. Lundgren does not believe the manager's job is a soft snap. There are penalties involved in leadership, and particularly in life insurance. The agency head has two capacities—business manager and sales manager. He must be an office manager, a personnel manager, something of a statistician. Primarily, however, he is a sales manager. He must be a bit of an actuary, a trust man, a tax man, even an editor, to get out bulletins. There must be absolute integrity. The manager must be a good

organizer, a fine teacher.

He gave some figures from his own agency, where the effort is to develop career agents. He said it has been reported in five years from 20 to 50% of an agency's business will come from men not now in the agency.

He said all agency heads appear to be using more care in selecting men. The aptitude tests are widely used. A good rule also is not to hire more men than can comfortably be assimilated. Out of 1945 men, it appears only one out of two is coming through. In any endeavor there is bound to be some turnover.

Emphasis Being Changed

Managers have had to sharpen the training technique. A few years ago emphasis was all on getting a man in. Training is perhaps one field where the agents can criticize. Today the training problem still is in the laboratory. Who is to give it? The company, the manager or the supervisor? Mr. Lundgren sees great promise in the life insurance marketing courses, such as at Purdue University.

He noted the Purdue analysis of 80,000 calls, which set up 20 "seen" calls as a standard; all purposeful discussion of life insurance. Out of these 10 interviews can be secured and one out of five sales, or five apps a week. The Lundgren agency has taken this as a standard of performance. Purdue also prescribes 20 new prospects a week.

The seven top men in the Lundgren agency produce 1½ apps a week, the best man, just over three. The agency holds a Friday morning "clinic" meeting to check on individual results.

The agency started a definite recruiting plan in 1945, finding difficulty because war was on. The nine unit managers were organized, and result over both urban and rural areas was that 85 to 90% of written business was paid for. In 1945, 33 men were recruited, their average time under contract was 6½ months, their average age 38. Their total production in the year was \$1,684,000. Twelve contracts, or 35%, were terminated in a year or less, and production of these men was \$228,000, or 14% of the total.

Has Three Classifications

Mr. Lundgren grouped his agents in three classes: A, those in whose selection there had been no mental reservations; B, those put on in spite of some doubts, and with largely hope they would succeed; C, part-timers.

In 1945, eight A men were contracted, or 24% of 1945 recruits; these produced \$970,000 or 57.6% of the business of recruits. Two were terminated whose production was \$12,000. Nine B agents were put on, or 27%, who had \$349,000 sales, 20.7%; six were terminated, 66⅔%, whose sales were \$190,000 or 54% of this group. Sixteen C men with sales of \$365,000 represented 21.8% of total recruits' production; four were terminated, 25%, whose sales were \$26,000.

The A men averaged \$17,500 a month or \$200,000 for the first full year; the B and C men \$6,000 a month, \$75,000 a year.

Of these men in 1946 there were six surviving A agents whose production in that year was \$1,855,000 or 66% of that of 1945 recruits; three B survivors, \$324,000, or 11.5%; 12 C survivors, \$627,000, 22.5%. These survivors had \$2,806,000 business in 1946.

There were 54 men recruited in 1946, average time under contract being seven months, average age 29, total production in the year \$4,224,000. Fifteen or 28% were terminated in a year or less whose production was \$466,000, 11% of the total.

Of these 54, there were 30 A agents, or 55%, whose production was \$3,589,000, or 83%; five were terminated, 16%, whose production was \$280,355, or 8%; 19 were B agents, 35%, their production

being \$592,000, or 14%; 10 were terminated, 53%, whose sales totaled \$181,208, or 31%; five were C men, 10%, their sales being \$143,000; three were terminated.

Mr. Lundgren found in 1946 the men produced an average of \$16,800 a month or about \$200,000 a year; B men, \$5,000 or \$60,000; C men, \$4,000 or \$48,000.

The top 50% of his recruits were producing \$240,000 to \$250,000; four of A men wrote over \$25,000 monthly; three had over \$20,000 a month; eight over \$15,000 monthly.

From these studies he concluded the ideal age for a recruit was 25 to 30 college background desirable; that former commissioned officers were preferable among former service men; that there should appear a stability and success pattern in present or prior occupation; that capacity for enthusiasm and good health are necessary.

He also studied results of 14 new men in the first and second three months in the business. In the first quarter they made 3,295 calls, had 1,262 interviews, wrote 192 applications for \$779,941; in the second quarter, 2,688 calls, 1,066 interviews, 200 apps for \$773,139. Their totals in the half year were 5,983 calls, 2,328 interviews, 392 apps and \$1,553,080 business. They averaged 11 calls weekly, six interviews, 1.2 apps and \$4,266 of business.

He now is studying the value of each call and each selling interview in line with the finding at the life insurance marketing course at Purdue that each call is worth \$4 and each selling interview \$10.55.

COMPANY VIEW

Ben H. Williams, regional director of agencies Mutual Life, Chicago, looked upon management from the company's point of view. There has been a tremendous increase in the distribution cost of life insurance, and a great reduction in interest rates, he said. This forces attention to the management job. All training programs should train men for management as well as selling. His company seeks to train men who can take over anywhere, as people are the same everywhere. All are put in top flight agencies with good managers.

As to training recruits, he said, he hopes the managers and field supervisors will do it, for if the home office takes over there will be fewer jobs for managers. How the training job is to be done depends on the ultimate goal of training an agent to do what he is told to do, when he is told to do it to make him successful, put him on the track and keep him there until work habits are crystallized. Mr. Williams thinks training must be done in the agency; home office schools give agent education. Sales training, however, is a successful combination of education and proper work habits and techniques.

Says Nursing Is Hazardous

He said the agents must be trained early to shift for themselves; they cannot successfully be kept in cotton-batting and nursed along, for then when they are put on their own they are helpless.

Mr. Williams explained Mutual's training system, which includes basic, intermediate and advanced schools, and defines the manager's job. The theory is to give the training in small doses. If an agent gets behind in his report work by four weeks, he no longer is a candidate for school, but can start over again. There are prospect files, daily and monthly planning sheets, but Mutual does not insist upon completion of written work reports, as many men detest this paper work. However, an agent is encouraged to account for use of this time, calls made, etc.

Mutual has a simple programming plan which it encourages men to use instead of giving them too many sales methods.

Financing is a vital function. It cannot be a substitute for supervision, Mr. Williams declared.

YOUR CHOICE Of the following PREFERRED RISK POLICIES

ORDINARY LIFE
20 PAYMENT LIFE
ENDOWMENT AT 65
LIFE PAID UP AT 65
Minimum Amounts \$2,500

* * * *

General Agency Openings in
ILLINOIS — INDIANA — MINNESOTA

RELIANCE MUTUAL LIFE INSURANCE COMPANY

of Illinois

NORMAN B. ANDERSON, Supt. of Agents

105 W. MADISON STREET

CHICAGO

An Old Line Legal Reserve Company

GROUP ACCIDENT AND HEALTH UNDERWRITER

A progressive growing life insurance company entering the Group field is looking for an experienced Group Underwriter who has the background and ability to take charge of the group department, except for sales. Age between 30 and 45; excellent starting salary with increased future possibilities. Write giving outline of your experience and background to Box No. L-65, The National Underwriter.

Actuarial Society Lists Informal Topics May 8-9

The program of the annual meeting of Actuarial Society of America at Hotel Commodore, New York, May 8-9, has been completed. The subjects and questions that will be treated in informal discussions are:

Valuation and nonforfeiture legislation—What further progress has been made in obtaining approval of policy provisions defining nonforfeiture values? What administrative problems will arise under the new legislation with respect to substandard insurance, term riders and juvenile insurance?

Reserve strengthening—What steps are being taken to establish additional reserves for liberal settlement options on old policies which have not yet matured? What methods are used to compute such additional reserves. Against what other kinds of contingencies are companies undertaking to strengthen reserves?

Dividends—What progress has been made in obtaining net cost results consistent between old policies and policies issued on the CSO basis? Has the experience premium approach any practical advantage over the three-factor method in this connection?

To what extent is it desirable to continue to publish "net cost" illustrations based on a projected dividend scale?

Investments—What new outlets are being developed for life insurance funds? To what extent is provision being made, by asset valuation methods or otherwise, for unusual hazards in certain new types of investments? Where may the interest rate be expected to level off?

Should normal depreciation of real estate be treated as a charge against investment income in the gain and loss exhibit rather than as an investment loss? Should life companies be permitted to take credit for a depreciated value of furniture and equipment?

Additional Amortization

Several states require on properties acquired for investment purposes that the excess of net operating income over a specified rate be applied as additional amortization. Is this a satisfactory method of valuing such properties?

Group insurance and employee retirement plans—What are the advantages and disadvantages of the various state compulsory accident and sickness plans provided or proposed? What problems are involved in the underwriting and administration of group coverages (including retirement plans) for unions and for associations of employers?

What methods have been devised for providing adequate benefits for employees retired early because of disability? How are the problems encountered in writing group insurance and group annuity coverages for groups of less than the customary minimum number of lives being met? What use has been made of punch card equipment in the administration of group coverages?

Air Cover in Disability and D.I.

Underwriting—What mortality studies seem desirable at this time as underwriting safeguards? What aviation coverage is being provided in disability and double indemnity agreements.

General—How effective have the new booklets and new examination procedure been in attracting qualified actuarial students? Should the society take steps to encourage colleges to introduce courses in actuarial science. What has been the experience with budgetary systems installed to control home office and branch office expenses?

In what ways can policy change procedures be simplified or improved to reduce overhead? To what extent are changes to higher premium plans permitted which permit the policyholder to secure an advantage in purchasing retirement income benefits?

What use of sampling or other ap-

proximate methods is made in determining such items as due and deferred premiums and dividend liabilities? Have recent changes in volume and plans of insurance distorted methods previously used? What is the status and probable future of agents' pension plans under the federal income tax law? Should the "independent contractor" concept, which excludes the agent from social security benefits be abandoned?

What group insurance benefits are available to agents? How have such plans qualified under state insurance laws? Have insurance companies generally set up public relations departments? What part can the actuary play in helping to develop the aims, methods of operation and accomplishments of these departments?

Prudential President's Trophy to Newark Agency

The President's Trophy for leadership in all-round accomplishment in 1946 was presented by Sayre MacLeod, Prudential vice-president in charge of ordinary agencies, to the Newark agency.

In presenting the trophy to the 120 members of the supervisory group, field organization and administrative staff of the Newark agency, Mr. MacLeod congratulated the group over its outstanding accomplishments during 1946. He stated that the agency had completed all of its 1946 allotments and ranked first among all company agencies, with over \$17,000,000 paid-for ordinary business and also paid-for over \$6,500,000 of group life insurance. In addition, the agency ranked first among all company agencies in net increase of insurance in force, number of new full time agents appointed, paid-for business of new full time agents and number of merit button qualifiers. W. J. Letts, second vice-president, also congratulated the agency over the progress that was made.

The trophy was accepted for the agency by Charles W. Campbell, manager, who stated that the results obtained were through the team work of the organization as a whole and expressed his appreciation to the members of the agency for the splendid cooperation given.

Julius H. Kaplove, special agent in the Newark agency, was again cited as the leading Prudential special agent in the United States. It is the fifth time in the last nine years. He has topped the country among Prudential special agents. His volume last year was \$1,198,000. His home is in Union City.

Vice President MacLeod announced that May would be designated as "Anniversary Month" in the ordinary agencies and a special effort would be made throughout the United States. Detailed plans for the participation of the Newark agency were announced by Mr. Campbell and Saul S. Vort, associate manager. It was stated that the agency had accepted a quota of \$3,000,000 prepaid and/or examined ordinary business for May.

Mr. Campbell said that during the first quarter of 1947 the agency exceeded its first quarter of 1946 paid-for ordinary business by over 40%, having paid-for \$5,079,904 of regular ordinary business plus a substantial volume of group life and group casualty insurance.

Individual Proprietors Biggest Buyers This Year

Individual proprietors led all occupational groups both in number of policies bought and in total volume thus purchased during the first quarter of 1947, according to Lincoln National Life's quarterly survey of buyers of life insurance policies of \$10,000 or more.

Listed according to number of policies bought the big buyer groups were:

Individual proprietors, skilled workers, executives, managers, professional men, clerks, salesmen, students, farmers, housewives, unclassified, unskilled workers and laborers, and teachers.

The big buyer groups listed according to total amounts purchased were: Individual proprietors, managers, executives, skilled workers, professional men, clerks, salesmen, farmers, students, housewives, unclassified, teachers, and unskilled workers and laborers.

Individual proprietors, skilled workers, executives, managers, and professional men accounted for more than twice as many policies and for more

than three times the volume of all the other classes combined.

Vincent Saccardi, district manager of Metropolitan Life at Washington, has been reappointed by the judges of the federal court there to his second three-year term as one of three jury commissioners. During Mr. Saccardi's first term the system of selection and summons for jury service in various courts there has been reformed, reorganized and broadened so that such service is spread over a much larger segment of the population. Mr. Saccardi has served as chairman of the jury commission.

COUNTRY LIFE INSURANCE COMPANY

"Outstanding in Every Respect"

HOME OFFICE • CHICAGO, ILLINOIS



SUMMARY

48th ANNUAL REPORT

December 31, 1946

Insurance in force.....	\$201,379,938
1946 Increase	20,534,341
Admitted Assets	30,499,962
Payments to policyholders since organization	39,785,086

The HOME LIFE INSURANCE CO. OF AMERICA

DANIEL J. WALSH President BERNARD L. CONNOR Vice President and Secretary CHARLES T. CHASE Treasurer

EXECUTIVE OFFICES—PHILADELPHIA, PA.

FRATERNALS

Canadian Fraternalists to Hear Talks by U. S. Men

TORONTO—The annual meeting of the Canadian Fraternal Assn. will be held May 6-8 at the Seignior Club, Montebello, Quebec. On the program are H. J. Johnson, president, Institute of Life Insurance, New York; Alden C. Palmer, executive vice-president, Research & Review Service, Indianapolis; P. R. Franklin, manager Montreal office, Retail Credit Co., and Foster F. Farrell, manager National Fraternal Congress, Chicago.

Distribute N.F.C. Proceedings

National Fraternal Congress is distributing the proceedings of the 1946 annual convention held in Chicago. The format has been considerably changed under direction of Foster F. Farrell, manager. There is a useful table of contents and the material is much better arranged than in past years. Each committee is given a separate page in a new section on personnel. An appendix provides much useful information about N.F.C., including its constitution and past presidents, directory of member societies and their chief officials, etc.

Named Juvenile Director

Dora D. Nicholson has been appointed state junior director of Maccabees, with office in 402 Maccabees building, Detroit. She has been a member of the Michigan field staff for 17 years and is one of the leading district managers.

Fidelity Holds Regionals

A home office delegation of Fidelity Life, Fulton, Ill., consisting of President Walter C. Below, T. O. Hertzberg, sales manager, and Harold Allen, publicity director, attended regional sales meetings at Wichita, St. Paul, Milwaukee and Clinton, Ia. Silver dollars were awarded to winners in a sales campaign. Mutual problems were taken up in round table discussions. Mortgage cancellation, juvenile insurance and the social security approach were the main subjects.

Actuary Pipe Retires

One of the best-known consulting actuaries in Canada, Sidney H. Pipe, has retired as an active member in the firm of Pipe & Eckler, consulting actuaries. For 43 years he has been actuary and consulting actuary for Independent Order of Foresters, Toronto, and was consulting actuary to the British Columbia government. The firm of

Pipe & Eckler will be continued by Samuel Eckler and it will continue as consulting actuaries to I.O.F., Reliable Insurance Society, Association Canada-Americaine, Woman's Benefit and the British Columbia government. Mr. Pipe will serve only in an advisory capacity.

Ohio National Brings Out "Super-60" Contract

Ohio National now is issuing a new policy termed "Super-60," an endowment at age 60 with return of premiums in event of death before maturity date.

At maturity, upon the basis of a medical, he may elect \$1,420 paid-up life insurance per \$1,000 of maturity value, or \$1,000 paid-up life insurance plus \$295.38 cash per \$1,000 of maturity value.

A unique feature of the extended term provision is that the amount of term insurance is the face amount plus the sum of premiums paid prior to the date of default.

Minimum policy is \$2,000. It will be issued on a standard basis. Standard premiums are:

Age	Prem.	Age	Prem.	Age	Prem.	Age	Prem.
10	\$21.68	19	\$27.72	28	\$38.13	37	\$56.42
11	22.22	20	28.58	29	39.66	38	59.29
12	22.79	21	29.56	30	41.29	39	62.44
13	23.40	22	30.60	31	43.03	40	65.89
14	24.03	23	31.68	32	44.89	41	69.68
15	24.70	24	32.83	33	46.87	42	73.86
16	25.39	25	34.05	34	49.00	43	78.50
17	26.14	26	35.33	35	51.29	44	83.59
18	26.90	27	36.69	36	53.76	45	89.19

Great National Increases Rates for Some Forms

Great National Life of Texas has increased rates at all ages for preferred risk 20 payment life policy, and at ages 31-49 inclusive for preferred risk ordinary life. Retirement income contracts now are written on the basis of \$10 monthly at ages 55, 60 and 65 per \$1,000 of initial insurance for both males and females. Also introduced was a continuous premium endowment at age 60 policy. Rates and values have been revised for all juvenile policies.

Following are illustrative annual premiums for non-participating forms:

Age	Life	Ord.	20 Pay.	Life	Ord.	20 Pay.	Life	Ord.	20 Pay.
10	12.15	21.87	15.80	20.91	17.40	18.49			
15	13.29	23.31	17.88	24.27	19.80	21.15			
20	14.72	25.03	20.61	28.69	22.88	24.57			
25	16.51	27.06	24.26	34.61	26.93	29.05			
30	18.79	29.49	29.32	42.76	32.37	35.06			
35	21.96	32.73	36.64	54.60	39.87	43.36			
40	26.13	36.73	48.17	73.40	51.03	55.70			
45	31.61	41.64	67.26	105.48	68.39	74.95			
50	39.11	48.16	106.30	170.14	97.95	107.73			
55	49.67	56.83	156.92	173.37			
60	64.43	69.17			

Dividend Payments Resumed

Government Personnel Mutual of Fort Sam Houston, Tex., has resumed dividend payments for the year 1947. These

had been discontinued for the duration of the war. Applicants are limited to government employees and their families, including enlisted men. During world war II the maximum policy written was \$1,000 at an extra rate of \$5 per \$1,000. The war rate was removed Sept. 2, 1945.

Columbian Mutual Now on C.S.O. 2 1/2% Reserve

Columbian Mutual of Memphis now is issuing all its policies on the C.S.O. 2 1/2% reserve basis. Rates for some of its forms at quinquennial ages are:

Age	Life	Spec.	End.	Pay.	End.	20
	Exp.	Ord.	Age	Age	Age	Year
	Term	Life	\$	\$	\$	End.
10	13.34	14.24	16.32
15	10.31	15.00	15.91	26.91	18.52	49.53
20	11.30	17.00	17.94	29.43	21.28	49.89
25	12.54	19.48	20.44	32.31	24.81	50.43
30	14.71	22.56	23.57	35.62	29.43	51.24
35	17.33	26.43	27.50	39.48	35.68	52.48
40	21.39	31.36	32.52	44.06	44.44	54.38
45	26.09	37.72	39.02	49.57	57.28
50	32.34	46.06	47.60	56.41	61.74
55	41.59	56.67	58.63	65.24	68.43
60	70.81	73.61	77.33	78.76

List Proposed Changes in California Licensing Law

LOS ANGELES — Kellogg Van Winkle, Equitable Society, and chairman of the legislative committee of the California Assn. of Life Underwriters, has sent to the presidents of the 14 local associations in the state a letter embodying the results of conferences on legislation, relating to qualifications for licensing of life insurance agents in California.

The letter details the compromise provisions arrived at during the conferences and which are to be offered as amendments to the bill.

Briefly the compromise gives a company the right to enjoy the benefits of a continuation of the certificate of convenience section of the code if the company files with and has approved by the commissioner a course of instruction that can be completed within 90 days; if the company does not file such a course, its agents must take the examination before selling life insurance in California; the records of each agent operating under a certificate of convenience must be kept separate in the company's California office for a term of two years, subject at any time to inspection by the commissioner's office; the commissioner shall have the right to withdraw the certificate of convenience privilege if the company is not administering the training plan so as to give maximum protection to the public; an examination of each holder of a certificate shall be given as soon after 90 days as possible; if the agent fails to pass the examination he is barred from writing any further business until such time as he does pass an examination. The measure provides controls to see that the company does administer its plan properly.

Companies participating in the conferences were: Pacific Mutual, Occidental, Unity Mutual Life & Accident, Forest Lawn Life, California-Western States and West Coast Life.

Sustain Exemption of Fraternalists from Okla. Tax

The Oklahoma supreme court has affirmed the judgment of the lower court that fraternalists are not subject to the 4% premium tax. The case was Read, insurance commissioner, vs. Royal Neighbors.

Fraternalists are not specifically mentioned as being a type of insurer subject to the tax, but the commissioner argued that they were a taxable subject under the 1941 act and 1945 amendment extending the levy to "co-partnerships, associations, inter-insurance exchanges or individuals."

However the supreme court observed that this is limited to such as are executing "exchange contracts of indemnity" or doing business "as an insurance

company of any nature or character whatever." They are not, the court said, executing exchange contracts and the public policy of Oklahoma distinguishes a fraternal from an insurance company. Lendon A. Knight and Embury, Johnson, Crowe, Tolbert & Shelton appeared for Royal Neighbors.

Shaping Plans for Women's Session at Boston Meeting

Plans are shaping up for the annual meeting of the Women's Quarter Million Dollar Round Table of the National Assn. of Life Underwriters at Boston. The dinner will be at Hotel Statler Sept. 9, with a luncheon honoring the founders and charter members the day before, following which the executive committee will meet.

Ruth M. Kelley, Manhattan Life, Detroit, chairman of the W.Q.M.D.R.T., has named committee chairmen for the program. They are: Program, Bernice Eichenbaum, Guardian Life, Kansas City; registration, Bertie Lee Kenagy, New York Life, Kansas City; constitution and by-laws, Minna Hensley, Franklin Life, Salina; membership, Emma P. McConnell, Volunteer State Life, Chattanooga; publicity, Eunice C. Bush, Mutual Life, Baton Rouge; and insignia, Helen Zepp, Equitable Society, Chicago.



Ruth M. Kelley

Map H.O.L.U. Program

The program is being formed for the meeting of Home Office Life Underwriters Assn. at the Pennsylvania hotel, New York, May 26-28. The general session will open the first afternoon. It will last through Tuesday. The occupational meeting will hold its session on the 28th. W. Nelson Bagley, Travelers, is chairman. The industrial underwriting session will be held the afternoon of May 26. M. D. Wheeler of Monumental Life is chairman.

Certificates to Me. Qualifiers

At a meeting of the Maine Quarter Million Dollar Round Table at Portland, certificates were presented to 30 qualifiers, including four who had qualified for the second year and 14 who became life members by qualifying for three years. The presentations were made by Fred T. Jordan, president of the Southern Maine Life Underwriters Assn.

Gregory Shreveport Head

Great Southern has appointed Louis M. Gregory manager at Shreveport. He started with Lincoln National at Dallas in 1935. He is a former regular army man, and was a colonel on his retirement.

Lansburgh Acacia Director

WASHINGTON—Mark Lansburgh, department store executive and civic leader, has been elected a director of Acacia Mutual Life. J. A. Crawford was elected assistant treasurer, and Dr. Merwin L. Hummel, assistant medical director.

Gov. Youngdahl will address the Insurance Club of Minneapolis May 12. A. Herbert Nelson, Minnesota manager of Business Men's Assurance, has charge of the program.

THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892

A Legal Reserve Fraternal Benefit Society
Bina West Miller, Supreme President
Frances D. Partridge, Supreme Secretary
Port Huron, Michigan

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Some choice territory open for competent State and District Managers

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Legal reserve life and disability insurance—protecting the family since the days of the covered wagon.

All standard forms of legal reserve adult and junior life insurance contracts issued. New junior policies now issued on the C.S.O. table of mortality with full face value at age 5.

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FARGO, NORTH DAKOTA

PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1886

A Legal Reserve Fraternal Insurance Society

S. H. HADLEY, Supreme President L. D. LININGER, Supreme Secretary

SHARON, PA.

Chicago Rally Stimulating

(CONTINUED FROM PAGE 1)

a man may become a member of the Million Dollar Round Table by insuring 300 lives at an average of \$3,500 each as well as by closing 40 cases averaging \$25,000 each. And I am sure you will agree that at least as much real service has been rendered by the man who brings the mantle of life insurance protection to 300 ordinary folks each year as does he who does the same for 40 or 50 of the upper income brackets.



Bert A. Hedges

"Newer men, many of whom have never been really tested, have not learned to practice the homely fundamentals of life insurance salesmanship."

Keep Up Daily Routine

He commented that perhaps fewer calls to interviews are demanded in these boom times, but he said if an agent gets three interviews a day out of six calls instead of requiring 12 calls as in past years, what is wrong with continuing to make the 12 calls daily just the same and enjoying the additional benefits that accrue from securing five or six interviews.

Mr. Hedges said the higher ratio of interviews is not necessarily a product of better selection of prospects and improved sales technique. "Don't kid yourself," he warned. "You are probably less selective, your sales technique may be sloppier than before. Don't be too sure you are not like the highly trained athlete who has not only gone soft but has developed dangerous fat around his muscles or in his head. I earnestly suggest that we all do a very careful job of deflating our own ideas of how good we are. Let's get our heads out of the clouds and our feet back down on the good, firm solid earth of hard work and skillful selling techniques. If we do not do this, it won't make very much difference what kind of a market we have for we'll have such a collection of headaches resulting from bursted egos that we won't be able to do anything about it anyway."

Woman Leader Talks

One of the real hits was Lillian L. Joseph of Home Life of New York, wife of a New York city agency manager of that company and a former "millionaire," who talked on "The Best Years of Our Life." Insurance has an important part to play in the national financial perplexities, she said. It is stable. Every body believes in it. The public realizes it is essential to happiness, a feeling of security and freedom from fear.



Lillian Joseph

She said nobody knows what lies ahead for general business, but all must realize the pattern of yesterday will not fit tomorrow. A buyers' market is developing; the public is more critical. It demands recognized brands. Life agents, she said, must reverse their technique and sales approach. Women are contributing to this change for they are participating in the social, economic and political spheres and are determined to wield their influence in shaping the life of tomorrow. They want facts. The woman market for life agents is limitless, she believes. Producers must train

themselves to sell women. They are waiting to be sold.

She told her prospecting method, stemming from her file of beneficiaries. She reviews this each two years. It produces primary, secondary and tertiary clients as they become of insurable age.

A favorite insuring plan also was explained. An example was a noted psychiatrist with a wife but no children. Mrs. Joseph sold him a single premium immediate annuity, since he had no need for income in his earning period, and the income from the contract was given to the wife under the gift law. She purchased a deferred annuity on her life whose premium is paid by the annuity income.

W. B. Mincham, executive assistant Northwestern Mutual Life, Milwaukee, took up "The Philosophy Behind the Sales Interview." The needs of people today perhaps are more complex than

in the past, he said, but in applying life insurance to solve estate problems, usually the simplest plan is the best one. "In many insurance plans, it's easy to get bogged down by complicated details. I'm quite sure that some agents overdo on making things complex."

He said also home office experience has shown him conclusively that too many people die with option settlements in effect which have been badly outmoded by changes due to elapsed time and which never will perform for the benefit of the family in the way that it should. "It's not enough to help create a life insurance estate," he warned; "it's essential that you help take care of it so as to keep it in shape."

Observation in the home office also, he said, has shown him that the best life insurance jobs have had a concerted motivating effort behind them. The arrangement that is worked out usually reflects a motivation that could not fail to make a sale.

If an analysis is called for, he said, it must be done in orderly manner. All the facts should be secured and the picture drawn. Only then is the proper solution possible. No matter what the solution, there must be motivation.

Air State Sickness Plans

(CONTINUED FROM PAGE 1)

it is 27.

The life insurance companies, he said, tried to apply group writing principles and to furnish individual assured with certificates. If this practice were continued, transient workers would have a "slew" of certificates in no time, he said. Mr. Kemper declared that he is optimistic and that the California scheme opens up new fields that can be lucrative and lead into other business.

Rhode Island is the only state that has a cash sickness plan with a monopolistic state fund, and Mr. Fisher said that many other states have investigated the Rhode Island setup and he expressed the hope that it will be copied nowhere else. He recalled that the law was sponsored by Howard McGrath who was then governor of Rhode Island and, who, incidentally, owns an interest in an insurance agency that was founded by his father. Mr. McGrath is now U. S. Senator. He espoused the plan because he felt that there was too much concentration in Washington. No one spoke against it, there was no accident and health association in Rhode Island and the Rhode Island Assn. of Insurance Agents was not interested. Since this law became effective, he declared, group accident and health insurance has been abolished in Rhode Island. He expressed the belief that the group companies were to blame for permitting this law to be put over without a battle.

The effect on workmen's compensation business has been disastrous, he said. The rates have been driven up so that now they are 250% of those in Massachusetts and Connecticut. At first the cash sickness benefit law excluded occupational accidents, but the next year it was amended to provide dual benefits—an employee could recover under both workmen's compensation and cash sickness with a maximum of \$20 "comp" and \$18 cash sickness. This resulted in many an employee getting more for staying off the job than he got by working. Malingering became a "fine science" in Rhode Island, he said.

Says Fund Is Going Bankrupt

The fund is going bankrupt but this did not become apparent early because collections were made for one year before benefit payments were started. The deficit the first year was \$400,000, second year it was \$500,000 and the third year \$1,200,000.

The governor appointed an investigating commission, of which Mr. Fisher was a member. This was a seven man committee, of which four members rep-

resented labor. Since the entire cost is paid by the employee, the labor people regard this as their exclusive province and resent opinions of others.

The labor interests would not consent to having the plan restored to a non-occupational basis. They said that since the employee pays the money he should get the benefits. The other than union men on the commission sought to have the maximum recovery from workmen's compensation and cash sickness limited to 75% of the weekly wage and a compromise was finally reached at 90%. However, this is utterly useless, Mr. Fisher said, because 90% of the weekly wage usually exceeds the take-home pay.

There is considerable agitation now to increase maximum recovery for cash sickness from \$18 to \$25 and to extend the recovery period to 26 weeks from 20 1/4 weeks.

40 Weeks for Pregnancy

He said under the Rhode Island law it is possible to recover 40 weeks for pregnancy. The benefit year starts April 1. It is possible to recover for 20 weeks just prior to that and 20 weeks thereafter. There is a one week waiting period during each year rather than for each illness. The claimant must be treated by a physician each week and must file a new claim blank each week.

The labor department which administers the workmen's compensation act, and the unemployment commission which operates the cash sickness plan, do not operate in harmony. A worker may be declared fit by the unemployment commissions doctors but rated as entitled to compensation benefits by the labor department's physician. One pays no attention to the other.

The Rhode Island doctors hate this scheme, Mr. Fisher said. They are under constant pressure to sign claim blanks. They are required to certify that the claimant is unable to perform any services for wages. This, more often than not, they are honestly unable to do. They would like to have this changed to a certification merely that the worker is unable to perform his usual duties.

In answer to a question, Mr. Fisher said that the Rhode Island plan has apparently not interfered with the sale of individual disability policies.

Mr. Conklin said that cash sickness schemes should be exclusively a matter for private enterprise. The insurance companies, he declared, could do as good a job in that field as they have done in workmen's compensation.

Names T. C. Morrill N. Y. Deputy

NEW YORK — Appointment of Thomas C. Morrill as deputy New York superintendent is announced by Superintendent Dineen.

Mr. Morrill joined the department in November, 1945, and has served as assistant to the superintendent. His prior business experience was with Alfred M. Best Co. From 1929 to 1940 he was employed in the Chicago office as assistant to Raymond T. Smith, vice-president, and subsequently was transferred to the New York office as associate manager of the casualty department.

Mr. Morrill was born at Chicago, where he was educated at Central College of Arts & Sciences and Northwestern University. He is a trustee of Garden City Community Church.

Milwaukee Round Table Presents "Basic Steps"

MILWAUKEE — "Basic Steps in Successful Selling" was the subject of a round table presentation before the Milwaukee Sales Managers Assn. by four members of the agency department of Northwestern Mutual Life. Under the direction of Grant Hill, vice-president and director of agencies, the audience was taken behind the scenes and the basic things that are vital as part of the sales success were reviewed step by step.

Tried and proved methods of finding and selecting the right salesman were presented by Ray Dolwick, assistant director of agencies; the training program to start the career agent was explained by Harold Gardiner, educational director, and how the agent is kept on the track and given support with promotional material and advertising was covered by L. J. Evans, assistant director.

Mr. Hill, who opened the presentation, also summarized the Northwestern's sales program.

Insurance Committee Named

LINCOLN, NEB.—Milton W. Koch, general agent Northwestern Mutual Life, was named to head the insurance committee of the chamber of commerce. Other members of the committee include Jess Chambers, Chambers-Dobson agency; T. J. Farrell, president Union Fire; W. A. Fraser, manager Bankers Life of Iowa; E. A. Frerichs, director of agencies Security Mutual Life; Herbert Henderson, assistant secretary Midwest Life; Virgil Hoover, state director State Farm companies; O. D. Trombla, secretary Standard Reliance.

Insurance company has opening for executive in hospitalization.

Must be capable of handling sales force, work with brokers and handle correspondence and detail.

Permanent position with good future. Experience in hospitalization not essential.

Apply giving complete information as to background, education and salary. Address L-62, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

Progressive Fraternal Society located in Midwest and operating on a legal reserve basis has Home Office opening for man to take charge of and develop I.B.M. installation and to assist with actuarial work. Excellent working conditions, five day week, good opportunity for advancement. Reply in confidence stating age, experience and salary expected. Address L-51, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

American Life Convention Holds Regional Parley at Indianapolis

(CONTINUED FROM PAGE 1)

investment, where permitted, in bonds of International Bank? What effect, if any, will the sale of world bank securities to life companies at 3½% interest have on new issues of private borrowing corporation subsequently? Does this 3½% interest rate on world bank securities indicate a trend toward higher interest rates or is it because the world bank has to pay 3½% in order to sell its securities?

Types of "New" Securities

Where state law permits 5% unrestricted investments, in what "new" securities are companies investing?

What has been the experience with regard to making GI loans?

Tendency of life companies to invest more freely in preferred stocks; also, are bank stocks a suitable investment for a life company up to a reasonable percentage of assets or surplus?

What is company attitude on proposal to make Frazier-Lemke act permanent part of national bankruptcy law?

What is experience with housing investments?

What is the status of the standard non-forfeiture and valuation laws in the various states? Are there any short cuts that will assist companies which have been slow in preparing their policies and rate books?

Investment Research Project

Progress of investment research project. What phases currently under

study or contemplated? What matters do companies represented at meeting feel should be subject of study?

What is scope of activity contemplated by joint federal income tax study subcommittee?

Should joint premium tax committee carry out plans for compilation and publication of manual respecting municipal taxes and fees? Would such activity, when publicized, excite curiosity or induce action on part of some municipalities where question now dormant?

What is new MIB setup and how will it operate?

What progress has been made by the insurance industry to effect a change in current commissioner requirements as to annual statement valuation of preferred stocks?

Public Law 15 Legislation

Status of rate regulatory proposals enacted under mandate of public law 15. What has been expressed attitude of life insurance towards this program?

Companies' experience upon submission of new policy forms to departments. New convention policy form manual under way.

How can closer harmony with various insurance departments in all matters be perfected?

What has been trend in premium tax law revision in 1947? Developments in Oklahoma? Proposals in Texas and elsewhere?

What is the status of the employer contribution to agents' pension plans

with reference to the agents' personal income taxes?

Status of proposals to delete exemptions of agents from unemployment compensation laws in several jurisdictions?

State Cash Sickness Laws

What is company attitude toward proposals for spread of cash sickness benefits as part of unemployment compensation laws?

What about proposed repeal or modification of Crosser act amendments of railroad retirement law and railroad unemployment compensation law?

What about N.A.L.U.'s objection to issuance of National Service Life Insurance to new inductees? What would be effect of new civilian military training legislation in this respect?

Do companies favor mandatory re-

quirements of agents' examination in N.A.L.U. agency qualification model bill?

Trade Association Cover

What is company attitude toward extension of group insurance for trade association employees?

Are companies studying matter of costs, particularly agency costs and cost control? Is it possible to work out some reasonably easy method of functional cost analysis?

What is current policy or policy plan trend, i.e., "investment" or "protection" insurance?

How are companies coming with problem raised by Kindelberger case, respecting death claims in states having exemption statute similar to District of Columbia law? What is status of attempted corrective legislation?

Trade Practices Bill Important

(CONTINUED FROM PAGE 3)

will mean nothing, because you will never put your knowledge to full practical use.

The importance of the "larger buyer" market, not the top-notchers, but men with normal incomes of \$5,000 or more; the best way to get in to see these men, with especial emphasis on the use of pre-approach material, and suggestions as to methods for "prospecting upward" were brought out by George J. Richards, Monarch Life, president of the Hartford association and member of the National association executive board.

Men in this class whose incomes are derived from personal service, doctors, dentists, lawyers, accountants, etc., lose their entire income when they are not on the job but have office expenses which continue just the same during a period of disability along with their regular home expenses. Some of these men are satisfied with a \$200 a month contract when they really need \$600 to \$800.

Business owners, executives and higher department heads whose salaries would continue for probably six months to a year say they would not experience any financial difficulty in case of disability. If the owner of a business could leave that business for six months without showing any loss of profits, he wouldn't be in there pitching every day. Further, he would have to hire someone to take his place.

Many men in both of these classes may have substantial cash or investment reserves that could be used to take care of disability expenses but these

are likely to be wiped out entirely. Moreover, those dollars that are being spent are 100-cent dollars, while an "increased income plan" in the form of accident and health insurance can be purchased for 3 or 4 cents on the dollar.

Such prospects have erected barriers around them that can best be surmounted through the use of pre-approach material, Mr. Richards said. He would have such material stress special features of coverage but make no mention of premium. If the prospect's interest is aroused, the price angle may be that basis on which a personal contact can be made.

S. E. McCreless, president American Hospital & Life, spoke at the dinner on "Clicking Contingency Reserves." He said insurance companies build reserves for future needs, to meet unpredictable contingencies and an agent must likewise build contingency reserves, "by his faith in the product that he offers for the protection of his clients; by his honesty and sincerity; by his truthfulness in presenting the facts about his policies and the services they provide, and by his loyalty to his company."

Maine Commissioner Appointment Held Up

The appointment of a new insurance commissioner in Maine is reported to be stalemated. Many of the insurance interests are strongly urging appointment of Guy Whitten, who is now the deputy commissioner, but it is understood Gov. Hildreth wants a young Portland attorney. The appointment must be ratified by the governor's council and so far Gov. Hildreth has not submitted a nomination. The vacancy occurs because Alfred W. Perkins resigned to join Union Mutual Life.

Issues Cal. License Warning

Indicating that some agents, brokers and solicitors have been slow in filing their notices of intention to keep their licenses in force, Commissioner Downey of California has issued a last minute warning calling attention that May 1 is the deadline to avoid a penalty. This notice is attached to new licenses issued in 1946 on a three-year basis. It must be filed, together with filing fee, before May 1 to become effective July 1, 1947, to July 1, 1948. Heavy penalties are involved for delinquency.

Seattle Council Elects

SATTLE—Russell Brooks, associate general agent Union Central Life, has been elected president of the Seattle Life Insurance & Trust Council.

Walter J. Brewer, trust officer of Seattle-First National Bank, was named vice-president; E. S. Randall, Bankers of Iowa, secretary, and Thomas L. McQuaid, assistant manager of Seattle branch of the Bank of California treasurer.

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New Iowa Commissioner Will Take Office July 1

Sterling A. Alexander, who will take over as Iowa insurance commissioner July 1, succeeding Charles R. Fischer, has practiced law at Webster City, Ia., since 1919.

Born in 1896 at Jewell, Ia., he graduated from Drake University and started the practice of law in Webster City the same year.

He served as county attorney 1927-1932 and is president of the Webster City school board. During the recent war he served as a government appeal agent for selective service. He is a past governor of the Nebraska-Iowa district of Kiwanis and a past post commander of the American Legion.

Mr. Fischer, who has served longer than any previous Iowa commissioner, was first appointed in 1939. He was not a candidate for reappointment. He is expected to spend a portion of his time in Arizona, where he has gone frequently for his health.



S. A. Alexander

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Having specialized in Income Settlements for more than a decade, and having also served in other departments of his company, The Union Central, since his graduation from Yale University, Mr. Clark has prepared this outstanding new work in the light of a broad and varied experience. He is thoroughly conscious of field problems, having been associated with his company's agency department just a few years ago.

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SOMEWHERE in this United States there's a man who loves the woods — probably millions of him!

He's fed up with atom bombs — power politics — the exasperating ebb and flow of materials and prices — the claims and counter-claims of pressure groups — the dire predictions.

He says to himself: "There's a patch of timber up Cranky Horse Mountain way that sounds mighty peaceful to me! It's about time we took it easy. Mother and I have educated four children and helped them get started. Let me see — how much will we need to live on..."

Then he starts figuring, and many a frown shades his features. He can't quite make it. Well, maybe next year...

How about you? Will you be able to make it when the time comes to knock off work and enjoy life — will you have the cash coming in every month to make it possible?

A man *can* plan his dreams, and he can make them come true with life insurance — when, and how, he wants them. The Planned Incomes service available through your Northwestern Mutual agent will help you determine, in the most practical way of all, what percentage of your income you should invest in life insurance and what plans you should make to guarantee the protection of your family and to assure your financial independence during your retirement years.

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